Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Management

Bachelor Thesis

Evaluation of Marketing Communication

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CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

BACHELOR THESIS ASSIGNMENT

Vasilisa Shulpina

Business Administration

Thesis title

Evaluation of Marketing Communication

Objectives of thesis

The main objectives of the thesis are: 1) an introduction of the marketing communication plan which shall enable the author of the thesis to successfully market the professional make up/beauty services which she provides in one of the beauty salons in Prague; 2) Evaluation of the marketing communication plan, by the means of a comparative analysis of the effectiveness of social networks Instagram and Vkontakte which were chosen as the key channels/tools of marketing communication; and finally 3) recommendations for the possible improvement of the marketing communication plan shall be given.

Methodology

This thesis is divided into two methodological parts:

In the first theoretical part of the thesis the method of literature review was used.

In the second practical part of the thesis the method of quantitative comparative analysis was used. The data for the analysis was gathered by the statistical tools available on the social networks Instagram and Vkontakte.

The proposed extent of the thesis

30 – 40 pages

Keywords

marketing communication, marketing communication channels/tools, evaluation of marketing communication, internet, Instagram, Vkontakte, marketing communication plan

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Recommended information sources

CLOW, K E. – BAACK, D. *Integrated advertising, promotion, and marketing communications.* New Jersey: Prentice Hall, 2007. ISBN 978-0-13-607942-2.

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The Bachelor Thesis Supervisor

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Head of department   Dean

Prague on 29. 11. 2018

Declaration

I declare that I have worked on my bachelor thesis titled "Evaluation of Marketing communication" 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 28.11.2018 _____

Acknowledgement

I would like to thank Richard Selby, Ph.D. for advice and support during my work on this thesis.

Hodnocení marketingové komunikace

Souhrn

Tato bakalářská práce je zaměřena na téma hodnocení marketingové komunikace a hlavním cílem je vedení hodnocení pro marketingový komunikační plán vypracovaný autorkou diplomové práce s cílem úspěšně prodávat profesionální make-up / kosmetické služby, které poskytuje v Praze, Česká republika. Práce je rozdělena do dvou částí: přehled literatury a praktická část.

V první části je uvedeno obecné pochopení tématu marketingové komunikace a význam hodnocení v procesu marketingové komunikace. Budou prezentovány témata jako marketingová komunikace, marketingová komunikační mix, marketingové komunikační nástroje/kanály, internetový marketing a marketing v sociálních sítích, integrovaná marketingová komunikace, marketingová strategie, marketingový komunikační plán a především prostředky marketingové komunikace.

Praktická část práce bude představovat rekapitulaci témat marketingového komunikačního plánu a hodnocení marketingové komunikace studované v části literatury. Autorka práce bude prezentovat marketingový komunikační plán vyvinutý pro uvedení kosmetických služeb poskytovaných v Praze, následně bude následovat hodnocení marketingového komunikačního plánu prováděné pomocí kvantitativní srovnávací analýzy účinnosti sociálních sítí Instagram a Vkontakte, které byly vybrány jako klíčové kanály / nástroje marketingové komunikace. V této části práce budou rovněž uvedeny doporučení pro zlepšení marketingového komunikačního plánu.

Závěrem práce bude uvedeno celkové rozdělení témat studovaných v práci a bude analyzováno, zda byly splněny hlavní cíle práce.

Klíčová slova: Marketingová komunikace, marketingové komunikační kanály / nástroje, marketingový mix, marketingový komunikační plán, hodnocení marketingové komunikace, internetový marketing v sociálních sítích, Instagram, Vkontakte.

Evaluation of marketing communication

Summary

This bachelor thesis is focused on the topic of evaluation of marketing communication and pursues the main goal of a conduction of an evaluation for the marketing communication plan developed by the author of the thesis in order to successfully market the professional make up/beauty services she provides in Prague, Czech Republic. The thesis is divided into two parts: literature review and practical part.

The literature review part will bring a general understanding of the topic of marketing communication and the importance of evaluation in the marketing communication process. The topics such as marketing communication, marketing communication mix, marketing communication tools/channels, internet marketing and marketing in social networks, integrated marketing communication, marketing strategy, marketing communication plan and, most importantly, means of the marketing communication evaluation will be presented.

The practical part of the work will present a recapitulation of the topics marketing communication plan and evaluation of marketing communication studied in the literature review part of the thesis. Namely, the author of the thesis will present a marketing communication plan developed to market the beauty services she provides in Prague which will then be followed by the marketing communication plan evaluation conducted by the means of a quantitative comparative analysis of the effectiveness of social networks Instagram and Vkontakte which were chosen as the key channels/tools of the marketing communication. The recommendations for the marketing communication plan improvement will also be given in this part of the thesis.

The conclusion of the thesis will present an overall breakdown of the topics studied in the thesis and will analyze whether or not the main objectives of the thesis have been fulfilled.

Keywords: Marketing communication, marketing communication channels/tools, marketing communication plan, evaluation of marketing communication, internet marketing in social networks, Millennials, Instagram, Vkontakte.

Contents

1. Introduction

People express their emotions, feelings and relationships through verbal and non-verbal communication. Our gestures, tone of the voice, whether at an important meeting or business negotiations, or during the gatherings with our family or friends, are the tools which assist in communicating our ideas, opinions and thoughts. All the types of communication people use are also present in marketing.

Nowadays marketing can be seen almost everywhere. Every day we are struck by numerous television commercials, announcements in newspapers, a significant amount of different advertising and offers on the Internet. Unlike many may think, marketing is not a new phenomenon. Marketing and marketing activities, price policies and advertising began to develop in the days of ancient civilization and today represent a result of the revolution of how much marketing has made its way into the daily lives of people.

Marketing became more perceived by people and its role began to grow in the 20th century as it became necessary to change the approach to customers in order to meet their wants and needs. As the current market is characterized by constantly changing conditions and high dynamics, in which competition never stops growing, marketing communications have started to play an important role for businesses which release a new product or service on the market and want to succeed selling it.

Nowadays companies can choose among various marketing communication tools/channels, however, it is not always that the chosen tools/channels bring the expected results for the business. For this reason, nowadays, businesses should not only use different marketing communication tools/channels in order to market their product/service but should also conduct an evaluation of the effectiveness of these tools/channels in order to adjust the marketing communication used to attract the customers.

This bachelor thesis will specifically cover the topic of the evaluation of marketing communication and will demonstrate on a real-life example of how the effectiveness of particular marketing communication tools/channels can be measured and evaluated.

2. Objectives and Methodology

2.1 Objectives

The main objectives of the thesis are to be met in the practical part of the work and include: 1) an introduction of the marketing communication plan which shall enable the author of the thesis to successfully market the professional make-up/beauty services she provides in one of the beauty salons in Prague; 2) a conduction of the marketing communication plan evaluation, namely, by the means of a comparative analysis of the effectiveness of social networks Instagram and Vkontakte which were chosen as the key channels/tools of marketing communication; and finally 3) the recommendations for the possible improvement of the marketing communication plan shall be given.

2.2 Methodology

This thesis is divided into two methodological parts:

In the first theoretical part of the thesis the method of literature review was used.

In the second practical part of the thesis the method of quantitative comparative analysis was used. The data for the analysis was gathered by the statistical tools available on the social networks Instagram and Vkontakte.

3. Literature Review

In the literature review part of the thesis a detailed overview of the topics of marketing communication and the importance of its evaluation will be presented. This section of the thesis will begin by the introduction of the topic of marketing communication and will be followed by other important topics which should be covered before the narration moves to a discussion over the topic of the evaluation of marketing communication.

3.1 Marketing Communication

This chapter of the thesis will present a detailed introduction of the topic of marketing communication and will include a discussion over such topics as: marketing communication its role and its definition, marketing mix and etc. Marketing communication definition and its role will be presented in the first place.

3.1.1 Marketing communication – its role and definition

In order to provide a definition for the term marketing communication, one should begin by explaining what marketing is in the first place. One can find a huge number of definitions about what marketing is offered by different literature sources. According to the professor of international marketing Kotler, marketing is the process of planning and implementing the concept, pricing, promotion and dissemination of ideas, goods and services to create exchanges that meet the goals of individuals and companies. In other words, it is a process by which an individual or groups of individuals meet their needs by creating goods that have consumer value and by exchanging them.[1]

As was mentioned earlier, communication is an integral part of marketing. Consider the definition of marketing communications.

Marketing communications are messages, ways and forms of information transferred about goods and services to the target audience - a certain group of people who will potentially react and be interested in this information.

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[1] Harvard Manage Mentor: Marketing Essentials, p 7

Marketing communications can convince consumers to buy this or that particular product/service or to shop in certain stores. In addition, marketing communications will allow one to manage the attention of the customers, making them interested in a particular product and encourage them to spend their money on the offered product.

Marketing communications are designed to convey information about the company's products and the terms of their sale to potential consumers, as well as report all sorts of discounts for a greater consumer involvement.

3.1.2 Marketing mix

When speaking about marketing communication, one should also explain what a marketing mix is and how it is connected with the topic of marketing communication.

As it has already been mentioned in the introduction to the thesis, marketing is a part of our communication. It begins with the study of a buyer, his/her needs, preferences and ends with the sale of products or services by which brings satisfaction (fulfillment of the need) to the customer. What is the marketing mix? It is a set of marketing tools through which a company influences the demand for the goods it produces. These are tools which are used by the company to solve marketing problems in the target market.[2]

The term marketing mix was first introduced by Neil Borden in 1953. Borden used the work of James Culliton (1948) in which he described the business manager as an "ingredient mixer" that combined various elements in his work.[3]

The concept of Borden's marketing mix consisted of a large number of tools: branding, pricing, distribution channels, personal sales, advertising, promotions, packaging, services and others. The scholars who worked with this concept later in time proposed their changes of the term.

The 4 Ps of marketing mix

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[2] Chernozubenko Pavel Evgenevich, notes marketer [online] available at:
http://www.marketch.ru/marketing_dictionary/marketing_terms_m/marketing_miks/
[3] Borden, NH., The Concept of marketing mix, p 7

Later, E. Jerome McCarthy proposed a classification of marketing tools and a classification in four areas: product, price, location and promotion. 4 P[4] is used as an abbreviation for these four areas.

Figure 1 4Ps by E.Jerome McCarthy. Source:
https://www.shutterstock.com/search/4p?searchterm=4p&language=ru&page=2&section=1

The components of the 4Ps of the marketing mix will now be presented separately.

The first group is related to the formation of the product offer to the consumer, starting from the idea of the product and ending with the service maintenance:

Product – the properties of the product, ideas or services that are offered for sale to the consumer. It shows the needs of buyers and effectivity of the goods or service that can satisfy the consumer. There are several product characteristics that should be reflected in the marketing strategy.

- Trademark - the designation of the company or a product formed in the subconscious of a customer which helps him/her to distinguish it from other goods or services. In marketing, it is an artificially created stereotype of product perception.
- Packaging – packaging should ensure the safety of the goods. It also should operate as a mean of buyers' stimulation and increase of their confidence in

[4] Minin Andrey, November 8th 2015 „Concept 4P - E. Jerome McCarthy' [online] available at: http://marketing-course.ru/koncep-4p-mccarthy/

the product. Packaging is also seen as an additional incentive to make a purchase decision. There are also product information and carrier's address on it.

- Services - amenities or benefits offered for sale or provided in connection with the sale of goods.

- Guarantee - the degree of conformity of the goods with their use. A buyer who purchases any good counts on its consumer properties. If during the warranty period this product does not justify itself or there is a breakdown, the trust of this product will be lost.

The second component of the 4Ps is the price.

Price is an important element because it is the only component that brings income from the sale of goods and services. The price may include the following sub-items:

- Pricing – the quantity of payment one party pays to another to purchase the good. Expensive goods require a lot of money for promotion. The cheap goods promote themselves because of the low price as they automatically produce the incentive for buying;

- Discount – the reduction of prices for goods with the aim of sales stimulation;

- Possible price discrimination- setting different prices for different units of the same product for the same or different customers.;

- Retail price – the price set for goods sold for personal consumption in small quantities. The retail price is the sum of the wholesale price and trade markup.

The third component of the 4 Ps is the place of sale:

The **place** is the point of sale where the availability of products is provided. It includes the following aspects:

- Sales channels – the path goods go through from the supplier to the final destination - the consumer;
- Sales process - the movement of goods from the place of production to the place of consumption;
- The distribution terms of the product - bonuses and discounts for suppliers.

The fourth and the final component of the 4Ps of a marketing mix is a promotion.

Promotion applies to all marketing communications and helps the manufacturer to attract consumers' attention to the product, to increase demand for manufactured goods and to provide further purchases. It includes the following aspects:

- Advertising - payment for the promotion or services. The main thing to consider is the impact (increase) on the sales of goods;
- Personal sales - a personal communication between the seller and the buyer. Providing information about the advantages and quality of the goods and more;
- Propaganda - an activity aimed at forming a favorable image of a firm or a trademark;
- Stimulation of sales - any activity aimed at motivating the work of staff. You can increase the interest of staff through free vouchers, prizes or a photo sign as the best salesperson of the month or the year.[5]

Complex marketing, 4P - is the foundation on which one can build practice and marketing theory. These four elements form the basis for four types of marketing policy: commodity, price, sales and communication. The marketing complex is a simple algorithm

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[5] Kaluzhsky M.L. "Practical marketing: a training manual. The standard of the third generation." (2012) ISBN: 978-5-459-01214-9.

for developing a marketing plan. It will be enough to analyze the activity of any firm in these four elements and most of the problems will be solved.[6]

New elements of marketing mix

As market of goods and services became more and more developed, there was a need to create new elements of the marketing mix. Marketing of services is based on the relationship between people. The client acquires an intangible service (sale's advice) and in the case of customers dissatisfaction there is no way to return it. In 1981 while Bitner, J. and Booms, B. have been developing the concept of marketing in the service sector, they proposed to complement the marketing mix with three additional "P": people, process and physical evidence of the fact of service.[7]

Figure 2 Three additional Ps by Bitner, J. and Booms, B. Source: https://fr.wikipedia.org/wiki/Marketing_mix

The three newly prosed Ps will now be studied separately.

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[6] Kaluzhsky Mikhail Leonidovich "The concept of" 4P "and marketing planning in a concise and clear statement" [online] available at: http://www.elitarium.ru/kompleks-marketinga-tovar-cena-sbyt-imidzh-rynok-planirovanie-model-4-p/

[7] Booms, B.H. and Bitner, M.J. (1981), Marketing strategies and organization structures for service firms, in Donnelly, J.H. and George, W.R. (Eds), Marketing of Services, American Marketing Association, Chicago, IL

People - this term has appeared with the development of marketing relations and services. The term relates to all people who indirectly or directly provide services or those ones who can influence the perception of the proposed product on the target market. For example:

- Sales staff – people who are in contact with the target consumer;
- Manufacturers – people who affect the quality and cost of the offered goods;
- Employees – people who represent the interests of the company and the products of this company;
- Regular clients and clients of the VIP status.

All these people can influence the way a product will be considered/viewed by the target consumer which is very important. Companies should also pay a lot of attention and focus on such things as:

- Programs that will motivate and develop the skills of a company's personnel;
- VIP customers and regular customers who make a profit;
- Work with people who have leadership in public opinion and others who may affect the opinion of consumers;

Process - this term refers to those who work in the B2B area. This is the interaction between the company and the consumer. Particular attention should be paid to the improvement of the provision of the services/products as if it is positive, it is possible that the client will tell this to his/her acquaintances and some of them will become new buyers of these product/services.

Physical evidence - describes the atmosphere that surrounds the client during the purchase of services or goods. Service belongs to the category of things that we can not feel. It can not be touched, put on the shelf and etc. Therefore, in this case some confirmation is required, such as:

- Customers reviews;
- Recommendations;
- Certificates.

According to the customer's feedback, one can evaluate the quality of the work. This is enough to decide about perfection or imperfection of the purchase.

Regarding the certificates, it is clearly seen that they are necessary for companies that are engaged in providing various kinds of educational courses, medical services and etc.[8]

It is believed that the marketing mix model includes all the necessary parameters of the product. It can be monitored and developed by a marketer for the effective promotion of goods on the market. The main advantage of marketing is the combination of its control of the elements. The purpose of the marketing complex is to develop a strategy that will increase the perceived value of goods, as well as it will help to maximize the long-term profit of the company in the market.[9]

3.1.3 Marketing communication tools and channels

Once the topics of marketing communication and marketing mix have been covered, the narration can continue with a discussion over the tools and channels which are used in marketing communication. A mix of marketing communications, also called an advertising combination, usually consists of a few tools described below.

- Advertising

Although it is considered that advertising is an economical method of marketing, it is also the most expensive component of the advertising mixture based on the total cost. Advertising reaches the largest and the most diverse audience. Television, radio, newspapers and the Internet should be included in promotional considerations. If the

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[8] Pi" # 7: physical evidence 17 Jan 2012 [online] http://getclientsnow.ru/7p-marketinga/
[9] Motorina Oksana "The concept of marketing mix (4P, 5P, 7P)" 2017 [online] available at: http://powerbranding.ru/osnovy-marketinga/4p-5p-7p-model/

message is passed to the people narrow or wide, local or international, if it is a recognized brand or not, advertising almost always needs to be the main component of marketing communication mix. One can also distinguish between two types of advertisement: offline and online advertisement.

Offline advertisement is a typical type of advertisement - traditional marketing. This method of informing customers about the products does not involve the usage of the Internet. Examples of offline advertisement include, for example, outdoor advertising. Outdoor advertising is any kind of advertising placed on the street in the open air. Such advertisements include huge billboards, posters and neon advertisements on the buildings. Another huge group of offline advertisement is print advertising and includes a great variety of tools/channels - newspapers, magazines, leaflets, banners, booklets, posters, POS-materials.

Online advertisement is the promotion of services or products on the Internet with the help of text and graphics. They include: online banner advertising, e-mailing list, various social networks and so on.

Very often many people compare online and offline advertisement with feet, saying that one foot is online advertisement and the other one is offline and without each other they will not work fully. In order to reach the top of success any business will need two legs.

- Advertising action

Advertising action includes elements of product promotion. Various promotional papers and Internet coupons are provided to potential customers. Samples provided by the staff in the store or by postbox is another way to promote a product to the potential customers. Once the customers have tried the free samples and have been satisfied, there is a high chance they will purchase this product in the future.

- Personal sales

Personal sales are perceived as an instrument of interpersonal communication which includes personal actions. Often there are people representing the organization whose purpose is to inform, persuade or remind a person to take the corresponding actions. The seller uses a one-to-one connection where immediate feedback is possible. Also many different messages can be delivered by one vendor. Some messages can improve the prospects for achieving sales goals and some may reverse them.

- Sales promotion

Sales promotion is a complex of marketing activities and trade management for pushing goods/services along the entire sales channel - from the manufacturer, through sales channels to the consumer - in order to accelerate the sale of goods. The aims of sales promotion are:

- A short-term increase in sales volume;
- Increase in the number of new players in the sales channel (marketing channel);
- The removal of the causes of sales slowdown in the sales channel.[10]

- Public relations

As the company grows and develops public relations become more important. Public relations should be part of a broader perspective of a corporate strategy. Identifying the audience is the first step in shaping the message of the product or service. The development of good relations with the media is important.
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[10] "Marketer Notes" website, "Sales Promotion", [online] available at:
http://www.marketch.ru/marketing_dictionary/marketing_terms_s/sales_promotio n/

Publicity involves the dissemination of messages through third-party media such as magazines, newspapers or news programs. Also there is a wide range of other tools used by public relations such as event management, sponsorship and lobbying.

- Direct advertising

Direct advertising, also known as direct marketing, is the least attractive component in this mix but is valuable because of its cheapness. It can be targeted at a narrow circle of audience. Telephone consultation, direct mail and e-marketing are all standard direct marketing methods. Straightforward marketing remains an effective and indispensable component of the advertising mix.[11][12]

The last couple of years internet marketing and marketing in social networks have become popular and effective tools/channels of marketing communication. A separate paragraph of the thesis should be dedicated to these tools/channels in order to describe them detailly and fully demonstrate their importance and benefits for a business.

3.2 Internet marketing and marketing in social media

The Internet has become an integral part of our daily life and makes it much easier. In the present time the society uses the Internet for everything: to find any important information, just for entertainment, to communicate with friends, colleagues and customers through various programs and chats, as well as to buy goods and services on the Internet. The Internet saves our time, for those who do not have much time or for those who cannot purchase the product they wish in the city or village they live, it is more convenient to find everything quickly and easily without getting up from a sofa. Enterprises have begun to obtain benefits from the way of life customers leave by offering their services and products

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[11] Kibilko John; Updated September 26, 2017 "What Is a Marketing Communication Mix?" [online] available at: https://bizfluent.com/info-7839777-marketing-communication-mix.html

[12] Chris Fill; Barbara Jamieson.Edinburgh Business School course. Marketing Communications (2006) MM-A1-engb 1/2014 (1039)

online. Marketing communication via the Internet and various social networks nowadays is a very common and the fastest growing tool of marketing communication.

3.2.1 What is Internet marketing?

According to Fyodor Virin Internet marketing is the construction of marketing communications over the Internet. This is not an independent area but simply a tool for marketing which has its special properties. This is a tool that solves some of the marketing tasks of the company. Marketing on the Internet is a lot different from traditional marketing.[13]

The Internet has great advantages that pay off any complexity of working with Internet marketing.

Consider these benefits:

- Low cost of long-term communication

For working in the office and recruiting employees for a company one needs to consider that he/she will have to pay wages and the rent. The expenses on the Internet include only servers and their administration, hosting. Therefore, on the Internet the cost of various communications is smaller. If a person works, one needs to pay her/him but if it is a computer the salary is not implied. Even if communication over the Internet requires the participation of an employee, it saves time.

Communication via the Internet is much faster than a personal meeting with a client or a talk on the phone. On the Internet one can have conversations with several people at once and spend less time on it.

- Accessibility of target groups

Users gradually start abandoning other sources of information. People who spend more time on the Internet and actively use it (who do not read newspapers, do not watch

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[13] Virin Fedor "Internet marketing. A complete collection of practical tools" (2010). ISBN 978-5-699-42302-6

TV and do not listen to the radio) can find everything on the Internet. For those who are completely consumed by the Internet and spend most of their time there, Internet becomes a more real world than everything else around. Such users can be accessed only via the Internet.

- The speed of received response

Internet speed is very high. One receives a response after sending a message. On the Internet it is possible to get a response to marketing promotions much faster. The effectiveness of any marketing campaign launched via the Internet can be evaluated within a few hours after its launch.

- Ease of monitoring and investigation of communication efficiency

On the Internet it is easy to study the actions and behavior of users, there are systems of analysis that give us an accurate forecast of the effectiveness of advertising. Managing adds on the Internet is much easier and superior than managing adds on any other media.

The achievement of the target groups is important from the above mentioned. What is more, the studies show that Internet today is the most effective channel of advertising communication while working with the middle class.[14]

3.2.2 What is social media?

Social media is a set of online technologies that allow users to communicate with each other. Communication can be of any different form - users can share their opinions, experience and knowledge, interact with each other, establish contacts and share news, information, videos, photos, music and links.[15]

Active use of the Internet in a daily life of a person determines the creation of new opportunities and territories for communication. Social networks are associated with such

[14] Virin Fedor "Internet marketing. A complete collection of practical tools" (2010). ISBN 978-5-699-42302-6
[15] Shichkin Sergey "What is social media?" [online] available at:
http://ritmlife.ru/category-articles/39-media/85-chto-takoe-social-media.html

areas where people can communicate. Currently there are many definitions of the concept "social network". By summarizing all these concepts it can be concluded that a social network is an interactive multi-site where the network participants fill the content by themselves. This is a site where it is possible to specify information about yourself according to which the user account becomes available for virtual friends or other visitors. Social networks have become an Internet platform where people can create/present themselves in the way they want. At the same time each user can share the fruits of his/her creativity, activity with a multimillion audience. Gradually over time users began to compete with each other in the number of photos, friends and so on. With the increasing popularity of social networks, in addition to leisure and recreation, users began to utilize the appeal of the Internet to find work or employees and even potential customers. Internet technologies have also changed the nature of communication among people. People's cognitive and creative activities were substituted with a collaboration on social networks. One can say that social networks to some extent liberated people, allowed them to be more open, to express their opinions and to meet new people.[16]

3.2.3 Internet marketing in social networks

It is not surprising that many modern companies choose promotion primarily on social networks as an Internet marketing tool. In this case a well - planned marketing strategy allows to reach a large target audience and to promote the business effectively. Marketing activities on social networks on the Internet are aimed to ensure the growth of customer loyalty to brands. It helps to promote new products, to manage brand reputation, to carry out client support and to analyze your audience.

Today Internet marketing includes the following tools:

1. SEO (search engine optimization) - website promotion in top 10 when searching;
2. Contextual advertising - a window with advertising that pops up to the right or under the search bar. It works on searching keywords;

[16] Danchenok Larisa Aleksandrovna "Social Media Marketing. Internet marketing communications. Tutorial" (2012) ISBN 9785496000116

3. Media advertising - animated or static banners, videos posted on the sites as advertising;

4. Email marketing - sending emails with advertising content;

5. Blogging - promotion and advertising in blogs;

6. Social networks - promotion on social networks;

7. Viral marketing - advertising which is not an advertisement for customers. The reach of the audience is increased at the expense of the customers themselves.[17][18]

These tools are the main ones. However, the list is constantly updated and changed due to the transformation of the online environment.

Marketing on social networks or Social media marketing is seen as a process of traffic management or brand attention, a commodity through social networks.

The benefits of social networking for the implementation of Internet marketing include the availability of maximum opportunities for targeting the audience. One can even say that this is the key advantage.[19]

Targeting is a marketing mechanism by means of which only the target audience can be selected from the whole number of Internet users. Target audience meets certain criteria to convey advertising information to it.[20]

The next advantage is that users tend to share voluntarily the information they like with other users. This advantage can be used to distribute as much information as possible using viral marketing consisting of creating:

- Brand related information guides;
- Content;
- Interactive applications.

[17] "The main tools of Internet marketing" October 6, 2015 [online] available at:
http://thewall.by/osnovnye-instrumenty-internet-marketinga/
[18] "The wall" website, "Basic Internet Marketing Tools", [online] available at: http://thewall.by/osnovnye-instrumenty-internet-marketinga/
[19] Akulich Margarita Liters. "Internet marketing and its varieties". (01/31/2018) ISBN 9785040896455
[20] "Term: Targeting" [online] available at: https://seopult.ru/library/Таргетинг

It also practices the use of videos, viral sites and more. The benefit of having the opportunity to obtain basic information about the users. It helps to carry out marketing work with the users corresponding to characteristics of target audience of the company.

As can be concluded from the chapter above, one of the greatest advantages of Internet marketing in social networks is the ability to keeping in touch with the buyer constantly.[21]

Next, two social networks - Instagram and Vkontakte will be studied in a detailed way as will be dealt with closely in the practical part of the thesis. For this reason it is important to present them in separate sections in order to have a solid understanding of their functions and benefits they offer for a business.

Instagram

Today there are many social networks, programs, sites for dating and communication. What is Instagram? What was the purpose for which this program was invented? Initially, a project called Instagram was created to share photos, moments from one's life with other people. By the means of pictures one would show what he/she is doing, where she/she is, right at the moment of uploading the pictures. Users can comment the posted photos, as well as they can put 'likes'- that is a sign when someone likes the photo. Every year the number of Instagram users increases. A simple and intuitive interface, built-in filters for photo processing - all these are the features that have won the hearts of the users. Of course, the creators of this social network keep on improving it by implementing new various functions. It means that Instagram is developing. At the moment of Instagram launching it was possible to post photos, comment on them and put "Like" marks. After a while it became possible to indicate the location of where the pictures were taken - the "geolocation" function was implemented by Instagram developers. Initially on Instagram it was possible to post videos of a maximum 15 seconds duration which was fairly short, over time this duration was increased to 1 minute. Further, Instagram was improved by adding a communication tool called Direct, the place where one can chat with friends, share videos or create the dialogue with a few friends. Not so long ago new function called "Stories" –

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[21] Akulich Margarita Liters. "Internet marketing and its varieties". (01/31/2018) ISBN 9785040896455

posting of photos and videos that are available 24 hours after which they are automatically removed, was added. This function is also available in Snapchat from where this new Instagram function was probably borrowed. With the development of Instagram and an increase in the number of users, this social platform has become not just an entertainment platform but a platform with a potential for business promotion, creation and distribution of advertising. In order to promote a business on Instagram, all one needs to do is to create a page of a company and to upload relevant photos and videos. The most important thing is that the photos should attract potential customers and be interesting for them. Some new useful business-oriented functions of Instagram include such functions as "make contact" (one can call or send a message), "write an email" (one can send e-mail), and "how to get there" (that allows a customer to find the location of a business by the means of internet maps). Also the statistics function was implemented. It means that one can see how many people have visited the page, what time is better for publishing posts, uploading photos and many other things. In general, everything was done to make businesses which operate on this platform to flourish and become better.

Among all existing social networks Instagram has the highest level of user involvement.

Some of the advantages that the Instagram marketing space has over other social networks and visual platforms which Artyom Senators describes in his book will be presented below.

Firstly, on Instagram it is easier to raise the brand recognition and to support its image. As was already mentioned earlier, the negative attitude of young people to traditional advertising reduces its perception and memorization. Users visit Instagram and expect to receive positive emotions. The brand that uses this opportunity in the right way and places unobtrusive content on its profile/page will be perceived as a participant in the "entertainment" process. This content will be relevant to the audience's interests which will simplify the process of memorizing the characteristics of a brand. Also, quality content attracts the attention of users. They subscribe to the brand page independently without feeling that they are inclined to make a purchase.

Secondly, on Instagram a business can increase the loyalty of potential consumers. Users who are interested in the placed content will subscribe independently and will relate to the brand as if it is a person or a friend on the social network.

Thirdly, through this resource one can control reputation and establish feedback. Communication of a business directly with the user on "the user's territory" allows to resolve conflict situations more effectively, since information from the media will have less impact on Internet users, especially on young people.

Fourthly, the Instagram interface uses abstract direct sales since there are no active links in it. Thus, business pages on Instagram are not associated with online stores or catalogs.[22]

Vkontakte

A long time ago a website called Facebook (Facebook.com) appeared on the Internet. Its initial purpose was to connect Harvard students and to allow online communication among them. The network later extended to include all higher education institutions in the Boston area. On Facebook students could create a page and fill in the information about themselves indicating the place where he/she was studying. Based on this data, the system would display the pages/profiles of people who were most likely studying at the same university as well. After seeing a familiar person or friend whom the system has shown, one would be able to add him as a friend and to start chatting on a virtual page. After a while the scope of the social network has exceeded the limits of Boston area and Facebook has become the most popular social media platform in the world.

In 2006 a Russian entrepreneur Pavel Durov decided to create a similar social network but mostly for the Russian speaking auditory (back then Facebook had not had a Russian version yet). The network received the name "Vkontakte".

The Vkontakte project was launched in 2006 and by 2014 the site's audience had reached over 60 million people which made Vkontakte one of the largest social networks in Russia.[23]

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[22] Senatorov A. "Business on Instagram: From Registration to First Money." (2015) ISBN 9785961460902.
[23] ''Neumeka" website, "Network Contact", [online] available at: http://www.neumeka.ru/sayt_vkontakte_ru.html

The main task of the social network Vkontakte, as well as Facebook, has been and remains a verbal communication. When one opens the main page of Vkontakte (abbreviated as VK) the registration window opens. In this window the information about the user in such as name, last name, age, city of residence, educational institutions, favorite show, etc can be filled in. After the registration, the system can show people whom one may know. One can find friends and acquaintances him/herself using the "search friends" option. One can also subscribe/start to follow various groups of interests where he/she would find new music tracks, movies, make-up trends and many more. After adding friends, acquaintances, subscribing to groups, one can view the news feed and be aware of any events and newly added material on the pages of his/her friends or groups.

Over time, the social platform began to be used not only for communication but also for business. A business owner can create a professional page in the "group section" where he/she will be enabled to point the services or products he/she offers. In addition it is also possible to post photos of business activity or business results, conduct polls for group members and so on. The statistical tools of VK enable the group/professional page administrator to see how many people have viewed the post and liked it. A person (visitor of a group/professional page) who is interested in the product or service can write a message to the group (group administrator - owner) and negotiate the purchase or the provision of a service.

As Instagram, the social network VK also tries to keep up with progress and improves the functions available on the application. For example, an option for posting photos for 24 hours as in Instagram has been added. Now it is also possible to conduct live broadcasts where business owners/managers of a business can communicate with the audience in real time.

3.3 Integrated Marketing Communication

As the topic of marketing communication tools and channels has been covered, it is the right time to move forward and to introduce the topic of Integrated Marketing Communication.

Nowadays, marketing communication tools and channels are not used separately (one at once) but are used in combination with each other. IMC is the concept of marketing

communications planning which is based on the need to evaluate the strategic role of individual channels (advertising, sales promotion, PIAR, etc.) and to find their optimal combination which will ensure clarity, consistency and will maximize the impact of communication through the consistent integration of all individual tools.

The concept of IMC involves the solution of two interrelated problems:

1. Firstly, creating a system of communication messages using various QMS tools (Quality Management System), which would not contradict but coordinate with each other forming a single favorable image of the communicator.
2. Secondly, the main goal of IMC is to maximize the effectiveness of marketing communications through the search for optimal combinations of basic and synthetic QMS tools, as well as individual techniques and tools for each of these tools.

The marketing communications system (QMS) is also called the promotion complex. The following communications are included in the marketing communications complex:

- Advertising;
- Sales promotion;
- Propaganda;
- Personal Sales

As any marketing communication the IMC has its main goals as well. One can distinguish among the following goals of IMC:

- Stimulation of sales;
- Comprehensive consumer information;
- Providing additional arguments in favor of the purchase;
- Stimulation of sellers;
- Support large-scale promotions of the manufacturer of goods;
- Presentation of new products;
- Reminder to the customers about previous promotions and purchases.

Integrated marketing communications have fixed assets and techniques that are divided into two categories and will now be presented.

The first category is external funds which task is to stimulate a visit to a particular store. Such means include signs, illuminated signs and display cases beautifully decorated with various goods, as well as people who stand at the entrance and greet a customer or those who invite people to visit the place.

The second category is the internal funds the task of which is to attract the buyer with a beautiful interior, to create psychological excitement of a potential buyer which will encourage him/her to make a purchase. Such tools include the color design of the sales area, smells, music, equipment, inventory, the communication style of the staff and etc.

The main communication characteristics of IMC include:

- High efficiency;
- The use of all techniques and means of QMS;
- The need for cooperation between two communicators (the manufacturer and the owner of the retail store);
- Communication impact on the consumer and the reverse reaction are practically the same time.

The term of IMCP will now be considered, as it is a part of the broader topic of integrated marketing communication. From the point of view of the marketing communications structure, integrated marketing communications at points of sale can be viewed as integrated synthetic means of marketing communications, including elements and methods of advertising, sales promotion, direct selling, PR and other communication tools (exhibitions, corporate identity, packaging). Integrated marketing communication at a point of sale includes:

- Organization of sales policy;
- Advertisement on a point of sale;
- Merchandising – "marketing inside the stone" (Moriarity).

In recent years marketing has become widespread in the practice of retail trade which has received the name merchandising. This concept is close in content to IMCP which sometimes leads to their mixing.

Merchandising refers to any activity aimed at ensuring the most efficient promotion of goods at the retail level. Merchandising is a specific marketing technology the tools of which are all elements of the marketing mix (product, price, sales, marketing communications). IMCP can also be defined as the communication component of this technology.

When it comes to the main communication characteristics of IMCP (integrated marketing communications at points of sale), their complex nature and direct focus on the buyer at the time of his/her decision to purchase predetermine the high efficiency of the integrated marketing communications activities at the points of sale.[24]

3.4 Marketing Communication Strategy

A well-established marketing communication strategy is an important condition for a successful promotion of goods and services provided by an enterprise. In general, the market is saturated with various offers, therefore the importance of a competent marketing communication strategy cannot be overestimated.

The marketing communication strategy of the company has a comprehensive impact on the internal and external environment, creating favorable conditions for ensuring profitability. When developing a specific approach, the marketing communication strategy considers economic activity and the development features of a particular enterprise.

Modern marketing communication strategy is an activity aimed at forming a certain opinion among the target audience. However, in order for this strategy to justify itself, during the process of its implementation it is important to receive counter information on the reaction of potential clients to the impact of the developed strategic measures.

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[24] ''All specialty management. Educational materials for students in the specialty of Management", website," The concept of integrated marketing communications ", [online] available at: http://managment-study.ru/ponyatie-integrirovannyx-marketingovyx-kommunikacij.html).

As any communication a marketing communication strategy involves the exchange of information between the target audience (receiver) and the communicator (transmitter). The communicator should be able to perceive the results of his/her actions already in the transmission of information and, if necessary, adjust his/her actions.

To ensure the successful sale of goods it is necessary for buyers to be sufficiently aware of product's properties, discounts, prices, payment terms. In order to convey this information to a wide audience powerful advertising campaigns are needed. Thus, when entering the market, a company must develop a marketing communication strategy in which it will talk about the new product and its attractiveness to the buyer.

When developing a marketing communication strategy, the following steps can be distinguished:

- Defining objectives and goals;
- Strategy definition;
- Determination of the structure and complex of communications;
- Approval of the budget;
- Full analysis of the results.

All actions to stimulate sales and advertising are determined by considering the objectives of the company and its overall policy. Goals/objectives may be different, for example:
- To increase popularity;
- To strengthen ties with regular customers;
- Image creation;
- Increase in the number of customers;
- Increase of staff performance.[25]

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[25] Timur Aslanov's blog. "Sales management, company management, marketing, PR" website, "Marketing communication strategy", [online] available at: http://supersales.ru/marketing/marketingovaya-kommunikacionnaya-strategiya.html

3.5 (Strategic) Marketing Communication Plan

After such topics as marketing communication (marketing mix, marketing tools/channels and etc.), integrated marketing communication and marketing communication strategy have been presented, is it the right time to move to the discussion of what a marketing communication plan is.

In this part of the thesis a marketing communication plan, its importance and its parts, as well as its difference from an overall marketing plan and a marketing communication strategy, will be studied. This section will begin by giving a definition of marketing communication plan.

What is a (strategic) marketing communication plan? "A marketing communication plan (or marcom plan) is a plan to communicate your marketing messages to your target customer audience. It is one component of your overall marketing plan (which also includes strategy, competitive analysis, etc.)."[26] At this point it is important to make a clear difference of how a marketing communication plan differs from a marketing communication strategy and an overall marketing plan. While a marketing communication strategy provides a general, overall guidance of business's marketing communications, a marketing communication plan presents "a concrete 'plan of action' with regards to your overall Marketing Communication Mix."[27]A marketing communication plan is only a part of an overall marketing plan. A marketing communication plan is usually done separately for the reasons that while one can develop the best business strategy and positioning (parts of a marketing plan), he/she may fail to communicate these points to the target audience which will result in a business failure regardless of perfectly developed strategy and positioning.

What are the parts of a marketing communication plan includes? "Successful Communication Planning can be broken down into a three-step process entailing *Analysis,*

[26] "Easy Marketing Strategies" website, "Developing a Marketing Communication Plan", [online] available at: https://www.easy-marketing-strategies.com/marketing-communication-plan.html

[27] "Sales and Marketing for you" website, "Marketing Communication Strategy", [online] available at: http://www.sales-and-marketing-for-you.com/marketing-communication-strategy.html

Strategy and *Implementation*."[28] The three parts of a marketing communication plan will now be presented separately.

3.5.1 Analysis

The *Analysis* section is a crucial part of one's marketing communication plan. The aim of this part is to determine who is the customer of one's business and how this customer buys. For this reason, this section can be subdivided into two parts: *Customer Analysis* and *Communication Process Analysis*.[29]

Customer Analysis

The *customer analysis* is a part of the marketing communication plan which deals with the identification of an ideal customer for one's business. It is crucial for a business to determine correctly the target audience to achieve success. Unfortunately, many perspective businesses face failures because of marketing to a wrong audience. In order not to repeat these failures, one should put him/herself in the customers' shoes and try to think the way the potential customer does. One should keep in mind that learning about the customer is a never-ending process. What is more, the image of an ideal customer is also not the same all the time but changes with the experience gained by a business owner/marketing team. When creating a customer analysis, one should answer the following questions: Who are the potential customers of a business? What is their age, gender? What are their needs? What motivates them to buy? and etc.

Communication Process Analysis

"This part of your Communication Plan analysis revolves around rethinking the elements of the Marketing Communication Mix in terms of your customers."[30] Based on the results obtained from the *Customers Analysis* part of the marketing communication

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[28] "Sales and Marketing for you" website, "Creating a Marketing Communication Plan", [online] available at:
http://www.sales-and-marketing-for-you.com/marketing-communication-plan.html
[29] "Sales and Marketing for you" website, "Creating a Marketing Communication Plan", [online] available at:
http://www.sales-and-marketing-for-you.com/marketing-communication-plan.html
[30] Ibid.

plan, one should be able to determine which communication tools/channels will reach out to an ideal customer most effectively. As nowadays several marketing communication tools/channels are preferably used together (integrated marketing communication) in order to increase the success rate of a business, it is recommended not to limit the marketing communication to only one tool or channel, but use a mix of marketing communications, for example, combine personal sales with advertisement in social media.

3.5.2 Strategy

Strategy section is a second part of the marketing communication plan. As soon as one has identified its customer and subsequently the communication tools/channels that should be used, one "can formulate goals and a general philosophy around how"[31] the communication with the customers should take place. The strategy section can be "broken down into discussions around *Objectives*, *Message* and *Media*."[32]

Objectives

Although it is common to put the objectives at the beginning of almost any plan, in the case of the marketing communication plan the situation is different because it is the customers and their needs what determines the strategy of a business. The objectives one can set may be of qualitative or quantitative nature. Quantitative objectives can include obtaining a conversion rate (sales differences occurred as a result of the marketing communication plan) or an increase of sales by a certain percentage. While qualitative objectives can be, for example, building quality relationship with the customer and so on.

Message

Creating a message which a business will use to attract customers is an important finalization of the marketing communication plan sections studied above. In today's highly competitive marketplace it is not enough to just produce/create a product or service with a

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[31] "Sales and Marketing for you" website, "Creating a Marketing Communication Plan", [online] available at: http://www.sales-and-marketing-for-you.com/marketing-communication-plan.html
[32] Ibid.

hope that the audience will want to buy it. One should study the competitiveness of the market and the consumers' needs in order to create a product or service that consumers will want to purchase.

The marketing communication plan message should begin with the positioning of a product or service. To maximize the effectiveness of the marketing message it should coincide with the needs that a customer has so that a purchase or a use of a service will create a value for a customer. It is also important to make sure that the marketing communication plan message one chooses "resonates with salespeople, customers and employees and can be applied across all communication channels. Your message should speak to the customer -" you" - directly, addressing their needs in their language."[33]

Media

While in the *Analysis phase* (*Communication Process Analysis*) of the marketing communication plan primarily analysis of the marketing communication tools/channels was conducted, in this part of the plan one should determine a full-fledged plan of a marketing communication that will be used to market a product or a service. This means that if, for example, in the *Analysis phase* of the marketing communication plan social media was chosen as one of the communication marketing tools/channels, in the *Media* phase of the plan specific social media platforms where the product or service will be marketed and how should be identified.

3.5.3 Implementation

In the *Implementation* section of the marketing communication plan the day-to-day aspects of implementing the marketing communication plan should be discussed. The following sections of the *Implementation* phase can be identified and will be studied separately in the next paragraphs: *Budget*, *Schedule* and *Tracking*.

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[33] "Sales and Marketing for you" website, "Creating a Marketing Communication Plan", [online] available at: http://www.sales-and-marketing-for-you.com/marketing-communication-plan.html

Budget

As a first step in the *implementation* phase, one should identify how much it will cost for a company to implement the marketing communication plan. In this part one should answer the following questions: How big the business's marketing communication budget is? Are there any budget constraints? How much will be spent on each individual communication channel? and etc.

Schedule

Once the particular communication tools/channels and the marketing communication budget have been identified, it is the time to think about the schedule which the marketing communication plan will follow. In order to organize the marketing communication plan schedule one can use special Project Management Software (Microsoft Project, for example) or simply use the Excel spreadsheets. The marketing communication schedule is needed to have a structured visual guidance for what message, for what target audience, when and through which channel should be communicated. An example of a marketing communication schedule in a form of an Excel spreadsheet can be found in the appendix, Figure 3.

Tracking

One creates a marketing communication plan to boost sales of a particular product or a service or to persuade other qualitative objectives. It is absolutely necessary for a business to keep a record of a feedback received after the marketing communication plan has been implemented in order to analyze whether the marketing communication plan objectives have been fulfilled or not. The data received through the tracking process can help the business owner/marketing team to adjust the marketing vehicles used in the communication process and achieve the desired outcome more efficiently.

No matter how good one's marketing communication plan looks on paper, it is only the real results that prove its effectiveness. In order to maintain and monitor the feedback

received on the marketing communication plan, one can use different tools and methods which will be detailly discussed in the next section of the thesis – Evaluation of Marketing Communication.

3.6 Evaluation of Marketing Communication

As was already mentioned in the introduction of the thesis, evaluation of marketing communication is the final step of a marketing process which helps a business to judge on the effectiveness of the marketing communication plan that has been chosen. It is crucial for businesses to be not only able to produce a product or service and market it, but also to be able to track the results obtained after the marketing communication plan implementation which help to evaluate the effectiveness of a particular communication tool/channel. Successful evaluation of marketing communication will assist business in saving the marketing budget, as well as in choosing the most effective communication tools/channels the implementation of which will result in the greatest outcome for the business.

In order to track the results of a marketing communication, one can use several tools and methods which will now be presented.

Working in Tandem

The first step in evaluating of marketing communications is setting goals for promotional messages. Their aims are to create brand awareness, increase sales, meeting with new customers. Every promotion should aim to meet these goals.

Numbers do not lie

One of the best ways to evaluate marketing communication is to get information about website traffic statistics. With the help of this information it will be possible to see how many visitors access different pages. By using social media marketing, businesses can access each platform's statistics sections to see whether or not people view business's profile on Twitter, Instagram, Facebook or other social media.

Coupon clues

A good way to improve the effectiveness of traditional paper coupons is to provide coupon codes that radio listeners or Internet users can use while purchasing online. It's better to make a simple word as a code that listeners or viewers can remember easily. These coupons can motivate people to shop or use the discount they are offered. A business will be able to calculate the results of the marketing communication plan by analyzing the total number of times a code has been used.

Direct results

The result of a reaction to the advertising is when people visit a store or call to place an order. To evaluate the response of marketing communications, one can ask these people how they have found out about the business. It is better to make a call center which will enable the business to advertise its phone numbers on different print publications or radio stations.

Surveys and Focus Groups

In addition to response tracking one can use surveys to get information which will evaluate the marketing communications. To evaluate the effectiveness of the marketing communication which has been implemented, businesses can ask customers about which of their ads, promotions or media posts, they have seen. One can go further and ask customers' opinions what messages motivated them to buy, if the communications affected their opinion about the company or products.[34]

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[34] *Sam Ashe-Edmunds,* Smallbusiness.chron.com website, "Evaluation of Marketing Communications", [online] available at: https://smallbusiness.chron.com/evaluation-marketing-communications-74376.html

4. Practical Part

In this chapter of the thesis the practical part of the work will be presented. The aim of this part is to introduce a marketing communication plan which shall enable the author of the thesis to successfully promote the make-up/beautify services she provides in Prague, CR. As a second step an evaluation of the marketing communication plan developed by the author of the thesis will be conducted. The evaluation will be carried out by the use of statistical tools available in the social networks Instagram and Vkontakte (which would be chosen as the main communication tools) and will represent a quantitative comparative analysis of the effectiveness of both social networks. The quantitative comparative analysis will be carried out based on the data collected from the two cases[35] conducted in both social networks: a case of promotion and a case of audience engagement on both social networks. The conclusion for the practical part and the recommendations for the marketing communication plan improvement will be provided in the end of this chapter.

The first section of the practical part of the thesis in which an overview of the make-up/beauty services the author of the thesis provides in Prague will now be presented.

4.1 Introduction/Overview

The first section of the practical part of the thesis will present an overview of the make-up/beauty services the author of the thesis provides in Prague. The overview will include such information as: a general presentation of the professional occupation of the author of the thesis, her skills and competencies/expertise to provide make-up/beauty services, specific features of the profession/make-up industry, the reasons why the author needs to promote her services in Prague and information about the salon where she is currently working.

The author of the thesis is a professional make-up and brow artist. She is a certified professional and has taken make-up and brow artist courses at the Make Up Atelier Paris School in Prague. Having 4 years of experience, the author of the thesis has worked as a make-up and brow artist at two salons in Prague: Liana Narimanova Beauty Studio and Abigail Style - the salon where the author is currently working. As a make-up artist the

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[35] Both cases will be presented detailly in the evaluation part of the practical section of the thesis.

author of the thesis has expertise to do/apply make-ups of different complexity and style including bridal make-up, special occasions make-up, evening make-up, photo shooting make-up and many others. As a make-up artist the author of the thesis has also participated in 2018 Aichi Transformation Competition[36]. As a brow master/artist the author of the thesis specializes in eyebrow correction/shaping (with a thread or with eyebrow tweezers) and eyebrow coloring (with henna or eyebrow paint). Additionally to the make-up, the brow shaping and coloring services, the author of the thesis also provides such beauty services as: eyelashes coloring and female mustache removal with a thread.

At this point a question about why the author of the thesis needs to promote her services (to create her own marketing communication plan) if she works at one of the salons in Prague can arise. The answer to this question lies in the specific features of such profession as a make-up artist. The specific feature of this profession is that a make-up artist does not necessarily need to have his/her own beauty/make-up salon or does not even have to work at one specific salon only. What is important in the make-up industry for an artist is to earn his/her name and to advertise him/herself as a master. In this industry masters/artists do not tend to be attached to one specific place where they provide the service but rather work in different locations, they move nationally and internationally according to the demand for their service. In case of the author of the thesis it does not matter at which salon she works, it is important for her to keep her clients and to make them come not to a particular salon but rather for her name and expertise in the make-up industry. For this reason, the author of the thesis needs to create her own marketing communication plan which should assist her in promoting herself as a make-up artist in Prague, CR.

Despite of the specifics of the make-up industry presented above, it is not only the author of the thesis alone who is responsible for the marketing communication for the services she provides, it is also the salon itself which has its own marketing plan in general and more specifically a marketing communication plan. The beauty salon Abigail Style provides beauty services in Prague since 2012. The salon is attended by both females and males. However, the majority of the clients are females. This is because the services

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[36] One can find more information about Aichi Transformation Competition at http://www.aichi.cz

provided for the males at the salon include only men's haircut and hair coloring, whereas the services for females include hairdresser's, make-up, brow, lashes and nail (manicure, pedicure) services[37]. The majority of the clients of the Abigail Style are 1) Russians; 2) Czechs and 3) people of other nationalities. The salon advertises the services it provides in Russian and Czech languages using such communication channels as: Instagram, Facebook, Google.

Although it is obviously beneficial for the author of the thesis that the salon she works at uses its own marketing communication tools for the promotion of their services, however, as was mentioned earlier in this section the author of the thesis is not tightly attached to this particular salon in Prague and can work in other salons and locations nationally and internationally. Thus, she needs to work on her own marketing communication plan in order to create her own image for the customers and to earn her name in the industry. For this reason the second section of the practical part of the thesis (which is the marketing communication plan developed by the author of the thesis) will now be presented.

4.2 Marketing Communication Plan

The marketing communication plan developed by Vasilisa Shulpina in order to promote the beauty/make-up services she provides in Prague will now be presented. The organization of the marketing communication plan will mirror the template of the marketing communication plan studied in the literature review part of the thesis.

4.2.1 Analysis

This part of the marketing communication plan will be divided into two sections: *customer analysis* and *communication process analysis*. The *customer analysis* section will be dedicated to identifying the customer for the beauty/make-up services the author of the thesis provides, whereas the *communication analysis section* will be dealing with the analysis of how this customer buys.

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[37] Detailed information about the beauty services provided at the salon can be found on the website: http://www.abigailstyle.cz

Customer analysis

The following characteristics of the ideal customer of the beauty/make-up services Vasilisa Shulpina provides in Prague shall be discussed in this section: gender, age, place of residence, nationality and income.

Gender. Based on the nature of the services the author of the thesis provides, the target audience of the services will include females only. It is important to mention that although such beauty services as, for example, eyebrows correction and coloring are becoming somewhat more and more acceptable among males, it is still considered to be a beauty treatment for women mostly. Occasionally make-ups are also applied on males, however, these occasions include a very specific range of events such as: professional photo shootings for magazines, theater performances (stage and theater make-ups) and some other. Based on the fact that the author of the thesis primarily intends to provide beauty/make-up services for ordinary people, females should be identified as the main target group of the services.

Age. In regard to the age range of the ideal customer, it will be rather wide and will be identified as females aged from 18 to approximately 60 years old. The age of the women who are more likely to make a professional make up at a salon and the age of women who will use eyebrow correction/coloring or lash coloring services will differ.

As for the make-up, the range will include the whole general age range with some peaks at certain ages. Why? This is because a professional make-up is not a service an ordinary woman will use every day or with some certain regularity and it does not matter how old or young she is. It is more likely that a woman will go to a salon to make a professional make-up when there is a certain event on the occasion of which she wants to look presentable and elegant. Such events may include: Birth Days, weddings, graduation ceremonies, photo shootings, events at work and others. There will be certain peaks of ages as, for example, 18-35 when such events as graduations and weddings usually take place, for this reason at this age women are more likely to use professional make-up services.

In regard to such beauty treatments as eyebrow correction/coloring and lashes coloring, these treatments got into fashion relatively recently which means that mostly young aged women who follow beauty tendencies will use them. A wide range of 18-40 years old with a peak at the age of 18-28 years old can be identified based on the professional experience of the author of the thesis and the main tendencies in the beauty industry.

To conclude, the range of the targeted customer will be rather wide targeting the ages groups from 18 to 60 years old, with a narrower range of women aged 18-35 (peak group for make-up 18-35 years old, peak group for eyebrows and lashes treatments 18-28 years old) who will be most likely to use the services.

Place of residence. As was mentioned in the introduction section of the practical part of the thesis, such profession as a make-up/brow artist can be very dynamic in terms of location. However, at this particular moment the author of the thesis lives and provides her services in the Czech Republic, Prague. For this reason the target audience of the beauty services the author of the thesis provides will have a place of residence in the Czech Republic, particularly in Prague. People from other cities than Prague also tend to visit Prague on some occasions for business or personal needs, for this reason they could also look for beauty services in Prague and not only in the cities or villages where they live. If needed the author could also move temporarily to provide her service in some other location than Prague on the occasions of weddings, for example, when a bride wishes to use the services of a particular make-up artist she likes the most. However, it is not very likely that people from other locations than Prague will travel to the capital of the Czech Republic just for the beauty services, most likely they will consider this option for an important occasion only (for example a wedding) or when they visit to Prague to also complete other business or personal goals. For this reason, the ideal customer of the beauty services Vasilisa Shulpina provides will be a resident of the capital of the Czech Republic – Prague.

Nationality. In spite of the fact that the ideal customer of Vasilisa Shulpina's beauty services will be a resident of Prague, it does not mean that Czech women will be the only potential customers. Based on the professional experience of the author of the thesis the majority of the customers who have used any of the beauty treatments she provides in

Prague were Russians. As per statistics for the year 2016 the number of Russians who had either long-term or permanent residence in Prague was 21000 people.[38] Half of them were women.[39] As a result of certain cultural aspects Russian women always take care of their appearance and want to look attractive at any time and every occasion. For a Russian woman beauty treatments are not considered as a waste of money, but as a necessity. When it comes to the Czech Republic, the beauty industry here is undeveloped as compared to Russia. For this reason when a Russian woman arrives to Prague (or the Czech Republic in general), it can be hard for her to find the beauty services she used on a regular basis back in Russia. This is the reason why beauty services here can become a profitable business.

As more and more Russian master/artists start to provide and advertise their services in Prague, Czech women are also becoming interested to try different beauty treatments. For this reason they should also not be excluded from the range of potential customers of Vasilisa Shulpina's beauty services. However, as the salon at which the author of the thesis works also has its own marketing communication plan which includes targeted advertisement for the Russian, as well as Czech markets, in her own marketing communication plan the author of the thesis prefers to target mostly Russian audience as they form by far the majority of her clients.

Income. In regard to the income of the potential customers of the beauty services the author of the thesis provides in Prague, they should be people of different income groups which shall include both working students and full-time employed women/self-proprietors. Although the make-up services provided by Vasilisa Shulpina have a rather high price (approximately 800-2000 czk) based on the fact that such services are only occasionally used, they can be affordable for the women with different income. As for the eyebrow correction/coloring and the lash coloring services the price of which varies from 200 czk to 400 czk, such services are also considered to be affordable by women with different income.

Communication process analysis

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[38] "Rusů v Česku strmě přibývá", Novinky.cz website, [online] available at: https://www.novinky.cz/domaci/402640-rusu-v-cesku-strme-pribyva.html
[39] "Rusů v Česku strmě přibývá", Novinky.cz website, [online] available at: https://www.novinky.cz/domaci/402640-rusu-v-cesku-strme-pribyva.html

As the characteristics of the ideal customer of the beauty services the author of the thesis provides have been identified above, the way by which such customers buy can be studied now.

Based on the information provided in the *customer analysis* section of the marketing communication plan it can be concluded that the ideal customer for Vasilisa Shulpina's services will be a Russian woman aged from 18 to 35 years old who is based in Prague and is either a working student or a full-time employee/self-proprietor. How does such customer buy? The age of the ideal customer will be the key factor to identify which communication channels will work best here. Based on the age of the ideal customer which is from 18 to 35 years old, this age group falls into the category of Millennials. "Millennials consist, depending on whom you ask, of people born from 1980 to 2000. Each country's millennials are different, but because of globalization, social media, the exporting of Western culture and the speed of change, millennials worldwide are more similar to one another than to older generations within their nations".[40] How one can successfully market services or products to Millennials? One should forget about traditional marketing channels such as, for example, print media or television. However, "millennials are the most digitally connected generation, consuming content across multiple online channels".[41] For this reason one of the best and effective ways to market to this audience will be "a multi-platform approach through social media".[42] Based on this, the main communication tools/channels that the author of the thesis will use in her marketing communication plan will be marketing through multi-platform social networks/media.

4.2.2 Strategy

Once the *analysis* section is completed, it is now possible to move forward and present the *strategy* section of the marketing communication plan. The aim of this section is to present the objectives which the author of the thesis wishes to fulfill by implementing

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[40] Joel Stein, May 20, 2013. "Millennials: The Me Me Me Generation." Time.com website, [online] available at: http://time.com/247/millennials-the-me-me-me-generation/
[41] Carnoy Juliet, May 26, 2016. "5 Ways to Improve Your Millennial Marketing Strategy." Entrepreneur.com website, [online] available at: https://www.entrepreneur.com/article/274880
[42] Ibid.

the marketing communication plan, to create a message which will resonate well with the needs of the customers and, finally, to identify based on the *communication process* section results which social media platforms shall be used to communicate with the customers.

Objectives

The objectives the author of the thesis aims to achieve by implementing the marketing communication plan to promote her services will be both of qualitative and quantitative nature. First of all, by the promotion in certain social media the author of the thesis aims to increase the number of customers who will use her beauty services. As this is the first time the author of the thesis develops a marketing communication plan she will not set a particular conversion rate she aims to achieve but will rather expect to have at least five people who will make an appointment with her based on the advertisement she would post on two social media platforms. As per qualitative objectives, the author of the thesis would like to develop loyalty and interest in her services among the people who follow her on certain social media platforms which shall be reflected in their engagement (votes on a survey) to her new posts.

Message

In regard to the message Vasilisa Shulpina will intend to communicate to her customers, it will reflect the needs and characteristics of the target audience. As the ideal customer for the services the author of the thesis provides shall be a Russian woman aged 18-35 years old who is based in Prague and is either a working student or a full-time employee/self-proprietor who is interested to use such beauty treatments as eyebrow correction/coloring, lash coloring and professional make-up, all these aspects should be reflected in the advertisement image. This means that the advertisement image shall picture a woman of European appearance of 18-35 years old of age which will be pictured wearing professional make-up done by the author of the thesis or after the eyebrow correction/coloring, lashes coloring so that the customers can reflect themselves with the

image of the woman pictured and can also evaluate the quality of the services provided. The advertisement text shall be written in Russian and shall include the name of the service provided and occasionally the price of the service.

Media

In the *communication analysis* section of the marketing plan for Vasilisa Shulpina's services marketing in social media was identified as the main tool/channel to promote the services to the ideal customers. However, which social media networks shall be chosen as the main platforms for the marketing of Vasilisa Shulpina's services? Based on the fact that the ideal customer of Shulpina's beauty services shall be of Russian nationality, the marketing communication with the target audience shall be conducted in the most popular social networks among Russians of 18-35 years old of age. In accordance with the data provided by the statistics portal Statista, the leading social networks in Russia (as for the third quarter of 2017) were: YouTube, Vkontakte, Odnoklassniki, Skype, WhatsApp, Facebook, Viber, Instagram and etc.[43] It is important to make a point here that not all of these social media platforms will be suitable for marketing communication. Such platform as, for example, Skype, WhatsApp, Viber are mostly used for chatting/quick messaging and do not provide the space for efficient marketing of products and services. Such social media platform as YouTube is also mostly used for leisure time entertainment such as watching movies, listening to music, following some bloggers and etc. The remaining social media platforms Vkontakte, Odnoklassniki, Facebook and Instagram would be suitable for marketing communication purposes, however, not all of them will be effective based on the age of the ideal customer of Vasilisa Shulpina's services and the objectives she sets to accomplish by implementing the marketing communication plan. Odnoklassniki

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[43] "Leading active social media platforms* in Russia in the third quarter of 2017", Statista.com website, [online] available at: https://www.statista.com/statistics/867549/top-active-social-media-platforms-in-russia/

social media platform is mostly popular among people aged 35-44 years old[44] which falls out of the age range of the ideal customer of Vasilisa Shulpina's services (the ideal age is of 18-35 years old). One of the objectives the author of the thesis has set for the marketing communication plan was to ensure the audience engagement which is different on all social media platforms. As per the data provided by analytical marketing company TrackMaven, the audience engagement ration on Instagram is by far higher than on Facebook or other social media platforms such as LinkedIn, Twitter and other.[45] For this reason Instagram will be chosen as one of the key social media platform for marketing communication. Vkontakte will also be chosen as another social media platform based on the fact that it is by far the most popular network among Russian Millennials.

4.2.3 Implementation

Once the *analysis* and the *strategy* sections of the marketing communication plan have been completed, *implementation* section can be introduced. The aim of this section is to discuss the budget the author of the thesis has to implement her marketing communication plan, to discuss the schedule which the author of the thesis will follow to publish new marketing posts of Instagram and Vkontakte and, finally, to discuss how the author of the thesis will evaluate the effectiveness of marketing communication on Instagram and Vkontakte.

Budget

As the first step of the implementation phase, the budget the author of the thesis has to implement the marketing communication plan shall be identified. Marketing on social media platforms can be both free of charge and not. By marketing which is free of charge the creation of a profile which will be managed by the owner of the business is meant. Nowadays businesses can hire SMM specialists who will manage social networks for the

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[44] "Odnoklassniki: Users, features and power of communities", 23 Dec 2013, Digitalintheround.com website, Blog: Russia & Runet, [online] available at: http://www.digitalintheround.com/odnoklassniki-users-features-communities/

[45] Burney Kara, "What Marketers Need to Know About the Instagram Algorithm", TrackMaven.com website, [online] available at: https://trackmaven.com/blog/marketing-instagram-algorithm/

business or use paid targeted advertising. As this is the first experience for the author of the thesis in marketing of her services on social media platforms and she would like to firstly test whether these marketing communication channels would work to attract her target audience and the author of the thesis does not have a budget for marketing as for now, she will go for a free of charge method of marketing communication on social networks. The author of the thesis has already created open (anyone can view) professional profiles on both Instagram and Vkontakte and will start publishing advertisement posts there, as well as will be sending follow requests to the customers who have already used her services so that they follow her back and tag her on their pictures posted with either a make-up, eyebrow correction/coloring or lash coloring.

Schedule

As for now the author of the thesis will not follow any stable schedule for posting new advertisement images on social networks. The aim of the author of the thesis for now is to create an attractive profile on both networks where the pictures posted will look harmoniously together. The author of the thesis also aims to show how diverse her skills are. To do so the author of the thesis will not be posting any make-up or eyebrow correction but only those ones that will bring diversity to her profile. This means that, for example, more or less same bridal make-ups will not be posted one after another but will be substituted with other make-ups of slightly brighter or colder color spectrum.

Tracking

The tracking will be the key concluding part of the marketing communication plan developed by the author of the thesis. The tracking will enable the author to evaluate the effectiveness of the marketing communication channels chosen and will assist in improving her marketing communication strategy.

As the evaluation of marketing communication is the key topic of the thesis, a separate paragraph will be dedicated to the topic with a practical demonstration of how effectiveness of marketing on social media platforms can be measured.

4.3 Evaluation of marketing communication on social media platforms Instagram and Vkontakte

In this section of the thesis the evaluation of the effectiveness of the social media channels used to market Vasilisa Shulpina's beauty services will be conducted. The data for the evaluation will be collected by the use of statistical tools provided by social networks Instagram and Vkontakte. A quantitative comparative analysis of two cases will be performed in order to demonstrate which social media platform works best for the marketing of the beauty services the author of the thesis provides.

4.3.1 Introduction of the cases

The two cases on which the marketing effectiveness of the social media platforms will be measured are as follows. As one of the objectives set out in the marketing communication plan was to receive a feedback from at least five people who would later make an appointment based on the advertisement they have seen on any social networks, *the first case* will present a promotional post for eyebrow correction and coloring for a reduced price of 200 czk (instead of 400 czk) due to the Birth Day of the Abigail Style beauty salon where the author of the thesis is currently working. The promotional post will be published to Stories (available 24 hours) on Instagram and to the wall of Vasilisa Shulpina's professional profile on Vkontakte. Although the target audience of Shulpina's beauty services are of Russian nationality, the promotional image/picture in this case will contain texting in Czech as the same promotional image will be used by the Abigail Style salon on the own social media (as mentioned above the promotion is carried out due to the salon's Birth Day) and shall contain texting in Czech as the salon's target audience includes both Czech and Russian women.

The second case will be used to evaluate the engagement of the audience on both social networks and will represent a post with a new make-up which will not be visible so that the audience has to vote whether or not they want to see it. The image with an engagement survey will be posted again to Stories on Instagram and to the wall of the author's professional profile on Vkontakte.

To visit Vasilisa Shulpina's professional social media profiles one can click the following links.

For Instagram please visit:

https://www.instagram.com/shulpina.mua/?utm_source=ig_profile_share&igshid=1w2f86m0m0duf

For Vkontakte please visit:

https://vk.com/vshulpina

4.3.2 Tools and parameters for the evaluation

As was mentioned earlier, the statistical tools available on both social networks will serve as a base for the conduction of the evaluation of their marketing effectiveness. The data for both cases will be collected using the following model. Both social networks provide the opportunity to measure the amount of times a post has been viewed and also to measure the reaction to this post in terms of likes, comments and etc. To make a quantitative comparative analysis of both networks the same advertisement image (a post) will be placed on Instagram (Story) and Vkontakte (wall) and what the author aims to measure is 1) how many views a post will have on each social network; 2) how many appointments (1st case) and engagements (2nd case: comments/votes in a survey) a post will get on each network. By obtaining this data the author of the thesis will be able to evaluate which social media platform results in 1) more sales – 1st case (people will make an appointment via this social network in a comment or by a direct or a private message); 2) more engagement of the auditory – 2nd case.

As the post in a Story on Instagram is available only for 24 hours, the data (views, appointments, comments/votes) will be collected from both networks 24 hours after the post has been published.

4.3.3 Results Case 1

A promotional post for eyebrow correction and coloring for a reduced price of 200 czk due to the Birth Day of the Abigail Style beauty salon was published on Instagram

(stories) and on Vkontakte (wall). The amount of views and reactions which resulted in actual appointments on each network were as follows.

Name of the social network	Number of views	Number of Appointments
Instagram	320	10
Vkontakte	34	0

One can refer to the Appendix (Figures 4,5,6 and 7) of the thesis where the screenshots of the promotional post together with the statistical information from both social networks are provided.

As can be concluded from the table above, Instagram has been significantly more efficient for the promotion than Vkontakte. The amount of views the post has received on Instagram is almost 90% greater than on Vkontakte. The number of appointments made as a result of a reaction to the promotion on Vkontakte equals 0, whereas there were 10 appointments made as a reaction to the post on Instagram.

4.3.4 Results Case 2

A second post with a new make-up which was not visible for the audience was intended to be used in order to measure the engagement of the audience on each social network. A picture was followed by a survey where people could vote whether or not they wanted to see a new make-up done by the author of the thesis. The amount of times the post has been viewed on each social network and the amount of people who voted can be found in the table below.

Name of the social network	Number of views	Number of voters (both yes and no)
Instagram	369	54 (all yes)
Vkontakte	31	6 (all yes)

One can refer to the Appendix (Figures 8,9,10 and 11) of the thesis in order to see the screenshots from both networks picturing the post and the statistical information on views and votes calculated by the social networks.

Based on the data provided in the table above, it can be concluded that, as well as in the first case, the number of views received and the number of voters who have participated in the survey on Instagram significantly exceeds the number of voters and views on Vkontakte. Although the percentage of those who have viewed the post and voted on Vkontakte exceeds the percentage those who viewed and voted on Instagram by approximately 5 %[46], the total amount of views and voters on Instagram is by 338 views and 48 voters greater than the number of views and voters on Vkontakte.

4.3.5 Conclusion of the practical part

The conclusion of the practical part will first of all examine whether or not the objectives set in the marketing communication plan were fulfilled. To recall, the objectives set by the author of the thesis were both of qualitative and quantitative character. The quantitative aim was to get at least five people who would make an appointment to use the services of the author of the thesis as a result of the advertisement/promotion she would post on Instagram and Vkontakte. As can be evident from the results of the cases presented above this goal of the marketing communication plan has been fulfilled. The total number of those who have made an appointment for eyebrow correction and coloring for a reduced price (case 1) as a result of marketing on social media platform Instagram and Vkontakte was 10 people. It is important to note that all these 10 customers were brought to Vasilisa Shulpina from Instagram based on which it can be concluded that the promotion on Instagram was much more efficient than on Vkontakte.

The qualitative objective set by the author of the thesis was to develop loyalty and interest in her services among the people who would follow her on Instagram and Vkontakte which should have been reflected in their engagement (votes on the survey) with her new posts. As can be concluded from the results of the 2nd case presented above, both networks attract the attention of the audience which was estimated in both the number of

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[46] The percentage of voters who have viewed the post on Instagram equals 14,6 %. The percentage of voters who have viewed the post on Vkontakte equals 19,35 %.

views and the number of people who have participated in a survey. It can also be concluded that the total number of views and votes the engagement post received on Instagram significantly exceeds the number of views and votes on Vkontakte.

It can overall be concluded that the marketing communication plan the author of the thesis has implemented was effective to promote her beauty and make-up services in Prague. The author has achieved both the qualitative and quantitative objectives she set in the marketing communication plan. Based on this it can also be concluded that the marketing communication channels/tools and the message for the customer were chosen correctly.

Despite the fact that there were certain limitations of the comparative analysis conducted such as that 1) the data from both networks was collected 24 hours after the post had been published and a long-term analysis of the marketing effectiveness of both social networks was not performed; or 2) the fact that the number of followers (permanent audience) on both social is different; it can still be concluded that in the frame of the comparative analysis set by the author of the thesis, the results confirm the conclusion made earlier.

Based on the results of the comparative analysis further suggestions for the development of the marketing communication plan can be made. They will be discussed in the following section of the thesis.

4.3.6 Recommendations for marketing communication plan improvement

As the marketing communication plan developed by the author of the thesis has fulfilled its main goals, the core recommendations for its improvement will be mainly related to further marketing of Vasilisa Shulpina's services on social media platforms. Based on the fact that both sales (appointments made) and engagement on Instagram were greater than on Vkontakte, it can be suggested for the author of the thesis to concentrate more on marketing of her services on Instagram.

What could be done as a first step would be paid targeted advertisement. At the moment the author of the thesis manages her professional Instagram profile by herself which also means that she sends follow requests to people and accepts followers to broaden

her audience. With the paid targeted advertisement the author of the thesis will be able to concentrate more on the message she wishes to communicate to the potential customer and to enrich her profile with new content while the followers will come without time efforts from her side.

What could also assist in getting more potential clients is cooperation with bloggers based in Prague. Nowadays one can see many popular bloggers advertising certain products or services on their social media profiles. Once a popular blogger will post a picture or a Story with a make-up done by Vasilisa Shulpina, it will immediately boost the number of visitors of Shulpina's profile and the number of followers who could become potential customers of her services.

What could also be effective is cooperation with photographers in Prague. Prague is a very popular wedding destination and every bride who wishes to have a nice photo shoot will also need to have a bridal make-up. Also other types than wedding photo shooting are done in Prague. Commonly people want to look attractive on the photos, so they wish to have some appearance transformations with certain clothes, hairstyle and make-up.

It can further be recommended to the author of the thesis to broaden her audience by communicating her marketing message in Czech and other languages so that her potential customers are of different nationalities.

5. Conclusion

To make a conclusion of the thesis one should first of all analyze whether or not the objectives set by the author in the beginning the work have been accomplished. By working on this thesis the author was pursuing the goals of marketing communication plan creation, its further evaluation and presentation of recommendations for its improvement. As can be concluded from the content of the thesis, all three goals set in the beginning of the work were successfully accomplished.

As for the literature review part of the work, the author has presented a broad overview of the topics associated with the main topic of the thesis – evaluation of marketing communication. These topics provided the reader with understanding of what marketing communication is, what channels/tools are used in marketing communication, what marketing mix is about, what benefits internet marketing and marketing in social media has for the business and how marketing communication strategy differs from marketing communication plan.

In the practical part of the work the author has developed a marketing communication plan for the marketing of the make-up and beauty services she provides in Prague. The marketing communication plan was developed following the template of the marketing communication plan studied in the literature review part of the work. Based on the marketing communication plan Millennials have been identified as the target group for Shulpina's services and social media platforms have been chosen as the main marketing communication channels. It was proven in the evaluation part of the work that the marketing communication plan was developed correctly as resulted in the accomplishment of all the objectives set by the author of the thesis. Because of that the recommendation part of the work presented suggestions for further development of marketing communication on social media platforms through paid advertisement and cooperation with bloggers and photographers.

Overall the thesis presents a solid piece of instructions for the steps one should take in order to create his/her own marketing communication plan and perform its evaluation. The thesis will be especially useful for those businesses which target audience is Millennials. The thesis presents how social media can be used for marketing with the

examples of how business's social media profile and marketing posts should look like, as well as how the evaluation of the marketing communication can be done on social media platforms.

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7. Appendix

Figure 3 Example of a Marketing Communication Schedule

Figure 4 Promotional post for eyebrow correction published on Instagram (a Story)

Figure 4:

Translation of the promotional message: We have prepared a special offer for you! Due to the Birth Day of the salon we offer eyebrow correction for the price of 200 czk only.
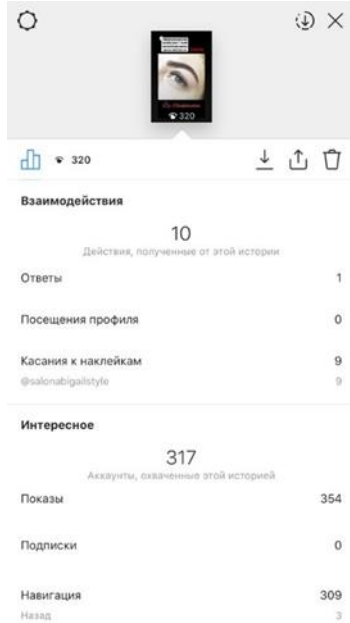
Figure 5:

320 people have viewed the promotional post in a Story;

10 actions (appointments) received from this Story.

Figure 6:

Translation of the promotional message: We have prepared a special offer for you! Due to the Birth Day of the salon we offer eyebrow correction for the price of 200 czk only.

Figure 7 Statistical information provided by Vkontakte for the promotional post for eyebrow correction

Figure 7:

34 people have viewed the post;
0 appointments (in comments or direct message) received.

Figure 8 Engagement survey on Instagram

Figure 8:

Translation of the engagement survey: Do you want to see our new make-up? Votes options: yes, no.

Figure 9 Statistical information provided by Instagram for the engagement survey
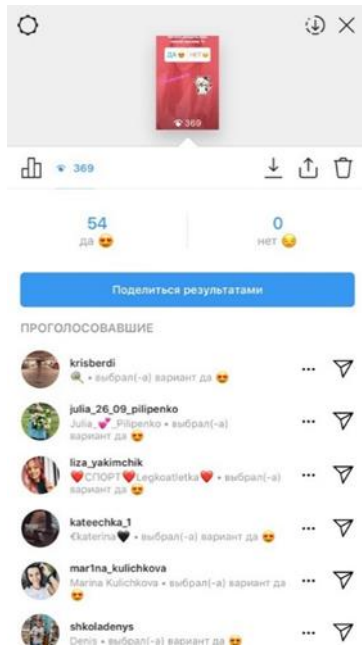

Figure 9:

369 people have viewed the survey;

54 have voted "yes" on the survey.

Figure 10 Engagement survey on Vkontakte

Figure 10:

Translation of the engagement survey: Do you want to see our new make-up? Votes options: yes, no.
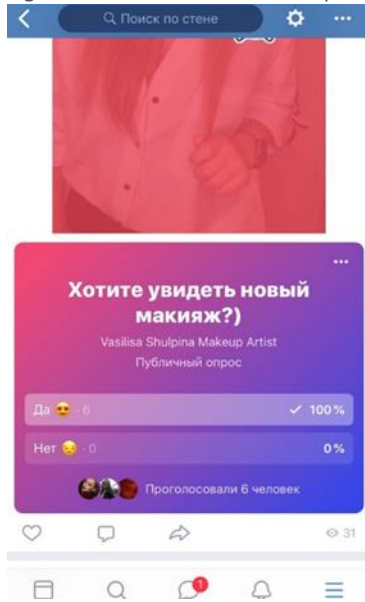
Figure 11:
31 people have viewed the survey;
6 have voted "yes" on the survey.