Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Management

Extended Bachelor Thesis Abstract

Social Networks as a tool for marketing strategy – a case study of Mercedes Benz

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Summary

The thesis focuses on the importance of the social network concept as a channel for marketing activities. The thesis is divided into three main parts. The first part deals with the theory of social networks, as since the existence of these platforms, the way of interaction from individuals has evolved into a digital form, and companies adopted these channels for marketing and advertising purposes. In the second part, the analytical tool, algorithms and services from Socialbakers are described in detail. The third part includes the usage of the chosen analytical tool to conduct an analysis of historical data (2018), competitive and an industry benchmark of the selected auto company. The purpose of the research is to determine the efficiency of their current strategy and suggest possible future solutions.

Keywords: Social Networks, Social media marketing, Advertising, Analytical tool, Facebook, Instagram, LinkedIn, Benchmarks, Data analysis, KPI's, Socialbakers

Extended Abstract

The thesis is focused on the analysis of historical data that were generated by social network users in multiple social platforms. The aim of this analysis was to develop an effective marketing strategy for the selected auto company (Mercedes Benz) and suggest new ways of communication on social networks.

A professional analytics tool (Socialbakers) was used to analyse the data from different platforms such as Facebook, Instagram and Twitter. The KPI's to be analysed are the following: Total number of fans, Total Fans growth, Distribution of Interactions, Number of posts, Qualitative analysis of content and its performance over Quantity.

A hypothesis on whether quality content performs better than quantity was tested and the data analysed with the help of software SAS Enterprise, where a correlation analysis was performed to prove the positive correlation between quality and performance (interactions) based on the results, recommendations for a better marketing strategy were suggested.

Objectives

The main goal of the thesis is to demonstrate that an effective usage, monitoring and benchmarking of social networks channels, can help marketers to improve its digital objectives.

Partial goals of the thesis are the following:

- Analyse the performance of the company Mercedes Benz on social networks through a case study.
- Demonstrate the advantages of quality content on social network performance over quantity.
- Suggest new ways of communication and possible solution for performance improvement.

Methodology

The practical part is based on the analysis of historical data of multiple social networks profiles (Facebook, Instagram & LinkedIn), the data and performance analysis were conducted using an analytical tool and its algorithms, in this case, the Czech company Socialbakers. The last part contains the conclusions of a quantitative analysis that was performed with the help of the software SAS Enterprise, where a statistical method was used to analyses the correlation between quality content and number of posts, and quality content and Interactions (performance). The purpose of this correlation analysis was to stablish whether there is positive or negative correlation between the variables.

Conclusion

The main goal of the thesis was to analyse historical performance data from Mercedes Benz social networks, then compare the results with their main competitors and industry, in order and suggest solution and make recommendations for its future marketing strategy which from the data was successfully accomplished. A brief background on the company was also provided as this was significant to the research. The analysis used Socialbakers analytical

tools, which is a tool that provide information such as; Historical performance data, and KPI's as Total number of the community, Total Growth of fans of the selected period of time, Distribution of Interactions, Number of Posts, data from Facebook, Instagram and Twitter.

The data collected helped the researcher evaluate performance of the selected company and then make recommendation for marketing improvements using new ways of communication. Aided by the statistical software SAS, it was concluded that quality content has more influence on the performance interactions. It was also discovered that the current strategy had bad influence in the growth of the fanbase as it weak points in their content strategy hence the researcher suggested possible solutions on the new actual social media trends.

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