Lokaverkefni til BS-prófs
í viðskiptafræði

The new age of marketing
Creating successful campaigns using social media

Hera Sólveig Ívarsdóttir

Leiðbeinandi Þóra Christiansen, aðjúnkt
Júní 2017

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Ritgerð þessi er 12 eininga lokaverkefni til BS-prófs við
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Foreword

This thesis is a 12 ECTS unit final project towards a BS degree in Business Administration with an emphasis in Marketing and International business at the University of Iceland.

It was created under the guidance of Þóra Christiansen, adjunct lecturer, whom the author would like to thank for a wonderful cooperation, by giving valuable guidance and being a great help throughout this process.

The author would also like to thank the interviewees for taking the time to give the interviews that the cases were built on and allowing the author to gain an insight into their company's marketing strategies. Without their participation, this project would not have become a reality. The author gives thanks to her father for proofreading this thesis and to both her parents for constantly aspiring her to do her best throughout the years.

Abstract

Marketing on social media has increased immensely over the past decade with the introduction of social media and the Web 2.0. New ways in creating campaigns suited for social media are constantly being thought of and companies are quick to adapt using new popular media. But how are they choosing a medium for the campaigns? What factors are taking into consideration when creating the content for the desired medium?

This researcher´s goal was to answer the question of how successful campaigns that used social media as their main platform decided on the medium suitable for the campaign and on what factors the decision was based on. A qualitative method was used when constructing this research and data collected through four interviews with individuals related to the companies' marketing campaigns.

The research's results indicate that when marketing on social media, companies need to decide who the consumers are, what content is fit for those consumers, what medium is most affective to reach the target market based on data, be quick to change the campaign's content if needed and listen to feedback from customers. Social media is a relatively new medium in relations to marketing and therefore this thesis is thought to be useful for companies when deciding what social medium is suited for their campaigns.

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1   Introduction

It is safe to say that with the introduction of social media, marketing has changed. Social media is a fast growing and evolving environment with its users increasing daily. Companies and brands have used this rapid growing environment as a tool in their marketing strategies, creating a new world with various marketing opportunities. An increased supply of these new media for marketing strategies results in companies having to decide which social medium is best suited for their campaigns.

The use of social media in marketing is relatively new but is increasing immensely. The goal for this thesis is to look at how social media differ from campaigns in traditional mass media and what social medium suits best for campaigns when taking the campaign's goals into consideration. In relations to that the research question was created:

What can be learned from successful social media campaigns in Iceland?

In this thesis, the author interviewed marketing representatives and owners of companies that have conducted successful campaigns using social media as their main medium. The goal was to find out what factors affect the choice of a social medium used for a campaign. Companies are competing in finding new ways to market their products on social media. Not everyone is however on social media and therefore in this essay we shall look at how marketing differs on media when market segments are taken into considerations. This thesis is thought to be practical for companies when deciding what social medium to use for campaigns in relations to goals and target groups.

This thesis will start by explaining what marketing is and its main forms, with a focus on advertisements. Media is then introduced and an attention brought to social media with an examination on four popular social media. After that comes a chapter on methodology that discusses how the data was collected and analyzed. Four cases will be demonstrated that were created from interviews, with companies' marketing representatives and owners, who use those four social media for marketing. Lastly the results will be examined and discussed.

2   Marketing

What is marketing? The marketing concept is interpreted today as "the achievements of corporate goals through meeting and exceeding customer needs better than the competition" (Fahy and Jobber, 2012, p. 5). The American marketing association approved this definition of marketing in 2013: "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large." (American Marketing Association, 2017).

It is important for an organization to decide how it is going to communicate its marketing message to the marketplace. There are various techniques for marketers to do so and they are called the promotional mix. The promotional mix is comprised of seven techniques, which are advertising, sales promotion, publicity, sponsorship, direct marketing, digital marketing and personal selling. Organizations need to consider each technique's strengths and limitations and must have five considerations in mind when making their decision. These five considerations will have a major impact when choosing the right promotional mix. The first one is resource availability and the cost of promotional tools, the second one being market size and concentration, the third one referring to the customer information needs, the fourth one is the product characteristics and the fifth one push versus pull strategy (Fahy and Jobber, 2012).

2.1   Advertisements

As mentioned above advertising is one of the techniques in the promotional mix. Its key benefits are that advertisements are convenient for building awareness for they have a wide reach and can reach audiences quickly, a brand positioning concept can be effectively communicated through advertising repetition and they can be used to aid sales effort. The disadvantages are however that they are impersonal and they have a limited capability to close sales (Fahy and Jobber, 2012).

One view of advertisements is that they considered to be powerful enough to encourage customers to buy a product or service by moving them through four stages.

The stages are awareness, interest, desire and action, known as AIDA. This is also called the strong theory of advertising (Rawal, 2013).

To move a customer through all four stages it is important to choose the right advertisement's message. The advertising message translates an organization's basic value proposition into an advertising platform. The advertising message means the words, symbols and illustrations that are meaningful to the target audience. When sending out a message, the brand personality is generally the message the advertisement seeks to convey (Laskey, Fox and Crask, 1995). When choosing the message, especially for social media, it may be more efficient to create two different commercials with the same message but set up differently. AB testing is a method that compares two versions of contents together to determine which one performs more effectively. In relations to social media marketing, this is used when trying to see what content receive the higher engagement (Optipedia, 2017).

The main goal of advertisements is to have an impact on companies and their customers to introduce and/or sell products. Their goal can also be to improve the environment and draw attention to the community's regulations and values. Advertisements differ on whether their focus is on public safety or to mainly sell products, but they all have in common to bring attention to what is being advertised. If the potential customer becomes aware of the product being advertised, receives the information that is shared and responds in accordance to the advertisement's goals, then it is said that it served its purpose (Business Dictionary, 2017a).

2.2 The Web 2.0 and Word-of-mouth

The Web 2.0 refers to an article Tim O'Reilly wrote where he stated Web 2.0 refers to developments in online technology that enable interactive capabilities in an environment characterized by user control, freedom and dialogue (O'Reilly and Battelle, 2009). The former version, the Web 1.0, was a simple one-way communication but the current version, the Web 2.0, allows users to interact with the sender, creating a two-way communication. In the Web 2.0 environment users trust other users as a source of knowledge. Even though many active contributors do not get paid salaries for their contributions, they receive recognition and respect from other users and create word-of-mouth. Word-of-mouth communication is information that is transmitted between

individuals. It tends to be more reliable than messages from formal marketing channels, because we receive the information from people we know and trust. WOM is said to influence two thirds of all sales of consumer goods. With the introduction of the Web 2.0 and social media, word of mouth travels quick and reviews from customers online are visible to all online users. Nowadays companies, restaurants and all types of businesses strive to receive good recommendations on media such as TripAdvisor and are able to receive a certificate stating their good recommendations. Companies then make the certificates visible to the customers, whether it is online or within the walls of the company, giving the customer a certain assurance of quality (Tuten and Solomon, 2015).

2.3 Digital marketing

New developments in the digital market and in technology over the past years have been remarkable. Not only is the number of users of social media sites rapidly growing but also the sites themselves. Users now have, with the fast-growing technological developments, high-speed access to multiple devices with an Internet connection, meaning that they can be online almost wherever and whenever they want. Users are also now spending a large amount of time online. For these reasons marketing on this media is quickly developing (Barnes, 2002).

Digital media has a couple of features that make it unique and have helped to revolutionize marketing communications and made it into a powerful marketing tool. The first feature is identification. Most websites or social media sites require registration before becoming a user. When registering, the individual often creates a profile by giving his or hers e-mail address, name and other information. This allows digital media to identify their users. The next feature is being instantaneous. Today most portable devices are Wi-Fi connected, meaning that wherever the individual goes while carrying for example a smartphone or a tablet, they can communicate instantly and content can be updated or changed when necessary. The third feature is interactivity. Whenever the users are connected to the Internet they can be active on their profile engaging in one-on-one communication or many-to-many conversations as for example on Twitter. The fourth feature is control. Digital media gives the user a large amount of control where they can decide what information they choose to share,

on what medium, if the user wants to receive information and control over how they express their opinions. The fifth and last feature is co-creation. With the interactive environment that digital media has created, consumers now become a part of the creation of marketing strategies. Marketers and consumers combine their efforts and co-create digital marketing (Fahy and Jobber, 2012).

Digital marketing can take various forms and they are internet marketing, search advertising, e-mail marketing, social media marketing, viral marketing, mobile marketing and interactive television marketing (Fahy and Jobber, 2012). Internet marketing, social media marketing and viral marketing shall be examined in the next chapters as they are the digital marketing forms that are relevant in this thesis.

2.3.1 Internet marketing

As mentioned above, Internet marketing is a form of digital marketing. It has become popular for users to use Internet sites to purchase products or services with the development of digital media, such as on the website Amazon.com. The Internet has also become a powerful marketing communicational tool and companies are trying to increase customer engagement through their websites. Online marketing has a variety of forms such as display advertisements, rich media advertisements, e-mail advertisements, search advertisements and online video advertisements. Display advertisements refers to banner ads, rich media to pop-up web page advertisements and online video advertisements to for example advertisements on YouTube. Internet advertising is worth $23 billion dollars in the United States and in the United Kingdom it comprises over 20% of the advertisement market (Fahy and Jobber, 2012).

When comparing online advertising to other media, it has the advantage of being relatively low cost, flexible as it can be a combination of video, text, audio and animation and it can segment the market and target groups more effectively. Measurements of internet marketing can be made through click rates, as in how many people click on the advertisement, and conversion rates, as in the number registering on a website. However, Internet advertisements such as banner ads seem not to be working as affectively as before with their estimated click-rate as low as 0.002 percent. Internet marketing requires marketers to be innovative and to constantly find new ways to grab people's attention online (Chaffey, Ellis-Chadwick, Mayer and Johnston, 2009).

2.3.2 Viral marketing

Viral marketing is considered the word-of-mouth promotion on social media. It is based on shares and call-to-action on social media where users are the ones who bring awareness to the posts or campaigns. Companies strive for their campaign to receive viral marketing by creating content that speaks to users and build a message that is engaging and promote aspects of the company that users want to send onwards. This calls for creativity when making campaigns and commercials and a great understanding of the target group. Viral marketing can be low-cost to produce and is highly effective because it is shared between users that are following each other and therefore are less likely to reject content coming from them instead of straight from a company. Therefor it possesses the quality of word-to-mouth promotion (Leskovec, Adamic and Huberman, 2007).

2.3.2.1   Buzz marketing

Buzz marketing is the most recent form of direct marketing. It is a viral marketing technique that focuses on word-of-mouth promotion for a campaign or advertisements, whether it is through verbal or online communication. The first step in buzz marketing is finding the leaders within the target group, the ones who are likely to start a trend that others will follow and the ones that are likely to adapt early on. Awareness of the brand then passes on from the leaders to the followers, and therefore increases the brand awareness. In many cases the leaders are celebrities or well-known individuals who either directly or indirectly promote the brand, either by recommending it or simply by wearing or using the product or service (Kirby and Marsden, 2006).

When the target market has been identified, the next step is choosing the message and the medium, which both may vary. As for the message, it may be a video clip, a photograph, a blog or an e-mail and the media are frequently online, but might also be offline such as posters and flyers. When buzz marketing starts online, there is no way of knowing how far it will go and how many people it will reach. The last step is evaluating the effectiveness of the buzz marketing. It is difficult because marketers might be able to see how many people for example viewed a video, but there is no way for them knowing who viewed it (Fahy and Jobber, 2012).

2.3.3 Influencer marketing

When influencer marketing is used then the focus is placed on the most influential consumers in a target market with the purpose of turning them into brand advocates. Therefore, an influencer is inspired or hired to be an advocate for a brand instead of the company marketing directly to a group of consumers. This type of marketing has become increasingly popular with the growing popularity of social media. Influencers tend to use their personal social media sites to promote the brand and therefore speaking directly to their followers. The influencer often chooses a brand that fits his or her image and therefore most likely also speaks to his or hers customers (Kirby and Marsden, 2006).

A study made in 2016 indicated that in the UK, 69% of company marketers and 74% of agencies are currently working with celebrities in their campaigns. Focusing on social media influencers, around 28% of company marketers said they had worked with one in the previous year. When asked about upcoming campaigns, 43% of company marketers said that social media influencers would be involved in their strategies. The research also showed that Instagram is the most effective platform for engagements when it comes to influencer marketing (MarketingCharts, 2016).

2.4 Segmentation

Market segmentation is vital when companies are trying to fulfill their customer's needs. Market segmentation refers to the process of defining and subdividing consumers or businesses within a market into segments based on similarities in needs, attitudes or behavior that marketing can address (Wood's, 2013). Thus, segmenting the market allows a company to divide a diverse market into smaller groups that have common features, which allows them to attend better to the needs of these groups (Smith, 1956).

When segmenting consumer markets, the groups may be divided into three main groups, behavioral, psychographic and profile variables. Behavioral variables might be thought of as the ultimate basis for segmentation whereas the purpose of segmentation is to identify differences in behavior that have an impact on the marketing decision. Psychographic segmentation bases on the beliefs that purchasing behavior is linked to the consumer's personality or lifestyle. Profile segmentation is based on grouping

people with similar values and interest together, for example people that value low calories in food and then grouping them by age, where they live and etcetera (Fahy and Jobber, 2012).

Segmentation is vital for strategic marketing. It allows the marketers to understand the market that the company is targeting and create marketing strategies to efficiently serve that market (Fahy and Jobber, 2012). With a greater understanding of the target market, companies can for example choose a medium for their marketing strategies that suits their target customer group.

3   Media

Another step in relations to marketing is to choose the media where the publication of the advertisements will be made. The term media is the communication channels through which news, entertainment, education, data, or promotional messages are disseminated. Media includes every broadcasting and narrowcasting medium such as newspapers, magazines, TV, radio, billboards, direct mail, telephone, fax, and internet (Business Dictionary, 2017b). The variety of media now available for advertising has increased immensely over the last decade, with the increasing popularity of social media and hundreds of television channels and radio stations. When choosing the right media for an advertisement two key decisions must be made, the choice of media class and media vehicle. Whereas media class refers to choosing for example either television or press and the media vehicle refers to choosing for example a particular television channel (Fahy and Jobber, 2012).

Social media is defined as the online means of communication, conveyance, collaboration, and cultivation among interconnected and interdependent networks of people, communities, and organizations enhanced by technological capabilities and mobility. Social networking sites (SNS) are the online hosts on social media that enable site members to create and maintain profiles, connect with other members with similar interests and participate using various services the site offers. SNS allow users to develop a social identity by adding pictures or avatars to their profile as well as basic information about themselves and making their profile their own, for example by indicating their relationship status, mood and friend lists and to create statuses. Connections are created with people that are either the users´ friends, followers or fans, and they communicate and share content in ways as direct message, wall posts and chats on instant messaging. Direct messaging refers to e-mailing by using the social networking sites, wall posts are posts to the users profile that are visible to others and instant messaging or chats are two-way communications between users (Tuten and Solomon, 2014).

3.1 The introduction of social media

Media ranges from mass media to personal media. Mass media refers to one-way communications that can reach numerous individuals while personal media refers to channels capable of two-way communication on a small scale. Looking at those definitions in terms of social media, one might see that it is a mixture of these two ranges, for social media allows you to either have a simple two-way communication or communicate with up to thousands or millions of others (Fahy and Jobber, 2012).

Figure 1 is intended to illustrate how social media is a mixture of both mass media and personal media.
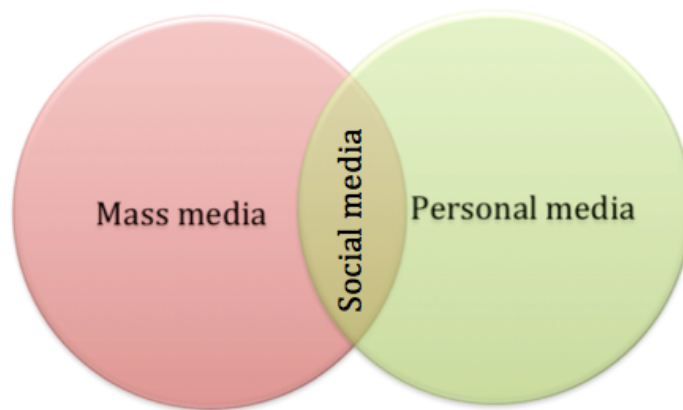
Figure 1: The intersection of mass media and personal media, creating social media.

Development in the technological environment has been quickly growing, especially in cellular and other smart devices. Constant growth in cellular devices particularly in the enlargement of screens offers great opportunities for advertisements. Large screens offer many opportunities when it comes to sharing advertisements with consumers. Since the release of the Ipad in 2010, the market for tablets quickly grows (Kastrenakes, 2015). Most portable devices are connected to the Internet and follow their owners most of the time. This allows advertisers to create new and creative ways to connect more easily with customers anywhere and at any time. The use of apps (applications) has increased fast in accordance with this technological development (Statista, n.d.). One of the benefits of advertising through apps is that every message can be updated fast and the new and improved ones immediately become visible for the customer (Árnason, 2014).

3.2 Social media

Social media use has been growing for the past decade with the introductions of various media. It is not only a platform for entertainment and communication but also a platform for opportunities.

The following picture shows a research performed by Gallup illustrating the ratio of Icelanders, 18 years old and older, who use Facebook, Snapchat, Instagram, Twitter, LinkedIn and Tinder.
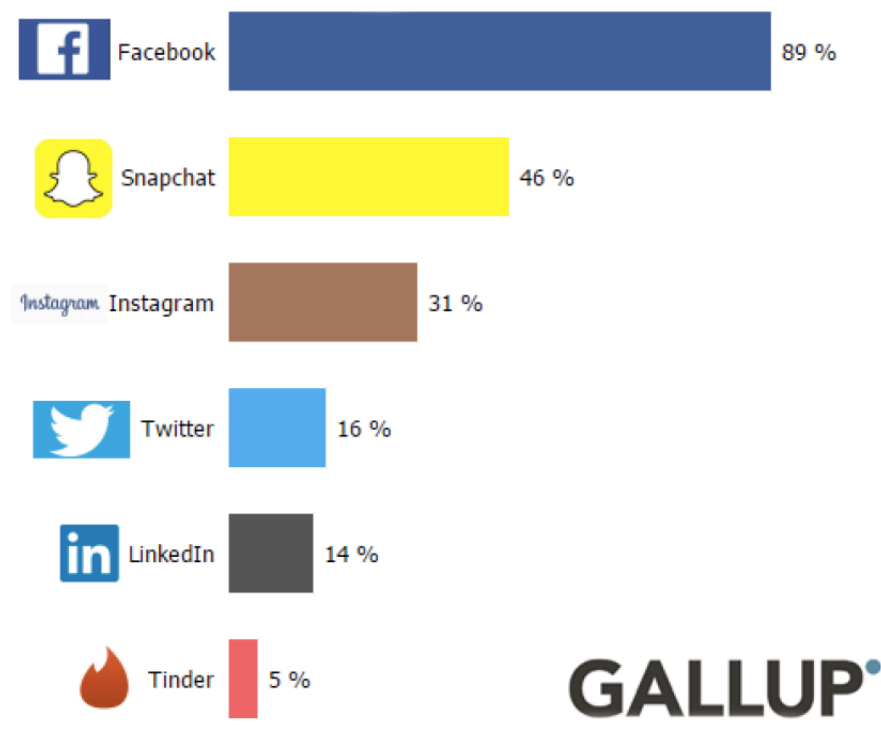
Figure 2: The ratio of Icelanders, 18 years old and older, who use social media (89 prósent Íslendinga nota Facebook, 2015).

The research showed that in the year 2015, 89% of all Icelanders have an account on Facebook, whereas 74% use their account daily or more often and 45% consider Facebook to be an important medium. Snapchat comes in second, with 46% of all Icelanders as users, thereof 31% use it daily or more often and 13% of those interviewees felt that Snapchat was an important medium. The third most popular social media medium in Iceland is Instagram. In total 31% of Icelanders use Instagram, thereof 14% use it daily or more often. Twitter is in fourth place, 16% of Icelanders use

it, thereof 5% daily but only 3% consider it an important medium. Tinder comes in last, with 5% of all Icelanders as users (89 prósent Íslendinga nota Facebook, 2015).

Social media has an advantage over other media where the communications over the medium are reciprocal. Consumers express their experience of the product or service and then companies can use this information to analyze consumer behavior. It can be difficult for companies to figure out what products or services will become popular or not, so negative review can overthrow an expensive campaign. Great developments in smart devices, social media and the Internet has lead a great amount of companies to move their advertisements online. A research made by Capacent on marketing directors from the year 2013 shows how the Internet has constantly been growing as an advertising medium. About 75% of marketing directors that were interviewed said that they would use the Internet more in advertising campaigns in the year 2013, and mainly focus on social media. Around half of them said that the expenses that will be used for online advertisements would be cut from funds usually spent on advertisements for print (Gunnarsson, 2013). Developments in the technological industry over the past few years have had an immense impact on the advertising industry. Companies and advertisement agencies are focusing more on online advertising and advertisements are evolving from being one-sided informational media to creating a mutual relationship between advertisers and consumers. This increasing focus on digital media must have a negative effect on other media and according to a research made by Capacent from the year 2014 it is television advertisements that will be most affected (Gunnarsson, 2014).

3.2.1 Social media marketing

Social media is one of the fastest growing industries on the Internet with media such as social networking sites, video and image sharing websites and blogs and micro-blogs. Social media marketing is the use of social media for communications with customers and engaging with them online. Blogs have been popularly used for companies to engage with stakeholders and they are also great for companies when sharing information and contents with customers and reader. Blogs can also be used to inform readers of new updates, events and the company's efforts (Fahy and Jobber, 2012).

Social media has become a popular medium in marketing over the past decade. Social media sites like Facebook have made it possible to narrow down the target group and segment the market as narrowly as a company wishes in terms of age, relationship status, location, interests, education and so on. Twitter and Instagram have also developed similar strategies when it comes to targeting specific groups. Many brands were quick to adapt their marketing for social media and became active on social networking sites with mixed results. There are some key considerations to have in mind when marketing on social media. The first issue is control. Consumers are actively posting videos, comments and tweets about their experiences of a brand that makes social media co-created. The control of what is posted and said about a brand is no longer solely in the hands of the brand manager. The second issue is the importance of engagement. With social media's increasing popularity in brand marketing it is important that advertisements and campaigns are creative, innovative and catch the attention of the audience. They need to speak to the target audience and call for their engagement. The last issue is trust and authenticity. Those issues are important to ensure consumer participation (Fahy and Jobber, 2012).

With the introduction of various social media, opportunities in the marketing environment have become greater. Since the revolution of the Web it is said that the direction of focus has shifted from the products and services to contexts, content and user experience. Seth Godin, an American entrepreneur said that "Marketing is no longer about the stuff that you make but the stories that you tell" and Scott Cook, co-founder of Intuit also said: "A brand is no longer what we tell the consumer it is – it is what consumers tell each other it is" (Storesund, 2016, para. 2).

3.2.2 The social media mix

Before companies start using social media as part of their marketing strategies, they need to evaluate what medium is best fitted for them. Each social medium has a different purpose and reaches customers in different ways. If viewed simply from a technological perspective, each media's characteristics, the rules, platforms and functionality varies. Marketers need to consider the fact of how long information lives or appears on the medium for example tweets on Twitter quickly get lost in the great information flow the Twitter environment offers. They also need to consider the depth

of the information that is the richness of the content. Facebook is a medium that allows people to come together in one place where they can share a large amount of rich information involving a topic (Weinberg and Pehlivan, 2011).

Companies are not only using social media for marketing nowadays but also as an important tool for managing and engaging with their customers. Social media offers opportunities for quick and efficient contact with customers that can be a great addition to the company's customer service (Smith, Fischer and Yongjian, 2012).

3.2.2.1 Facebook

Facebook is by far the most popular social networking site today and it has a far larger audience than older media. Why is Facebook a great place for marketing? When creating a profile on Facebook people give away a large amount of personal details about themselves, such as age, relationship status, education and place of residence. Users then like pages that they are interested in following, connect with other users with similar profiles as them and join groups with similar interests. Facebook then receives all this information that was voluntarily given away by the users (Kim, 2017).

Facebook possesses a competitive environment that is changing fast. Companies need to create material for the medium that catches the audience's eye when scrolling through a busy newsfeed. They need to be careful of not copying material from other media, such as their websites, rather be creative and create materials that are suitable for each medium. When marketing on Facebook, companies should offer their "friends" or followers special offers just for being their friends. That encourages new and potential customers to like your page and then constantly being reminded of your products or services (Treadaway and Smith, 2012).
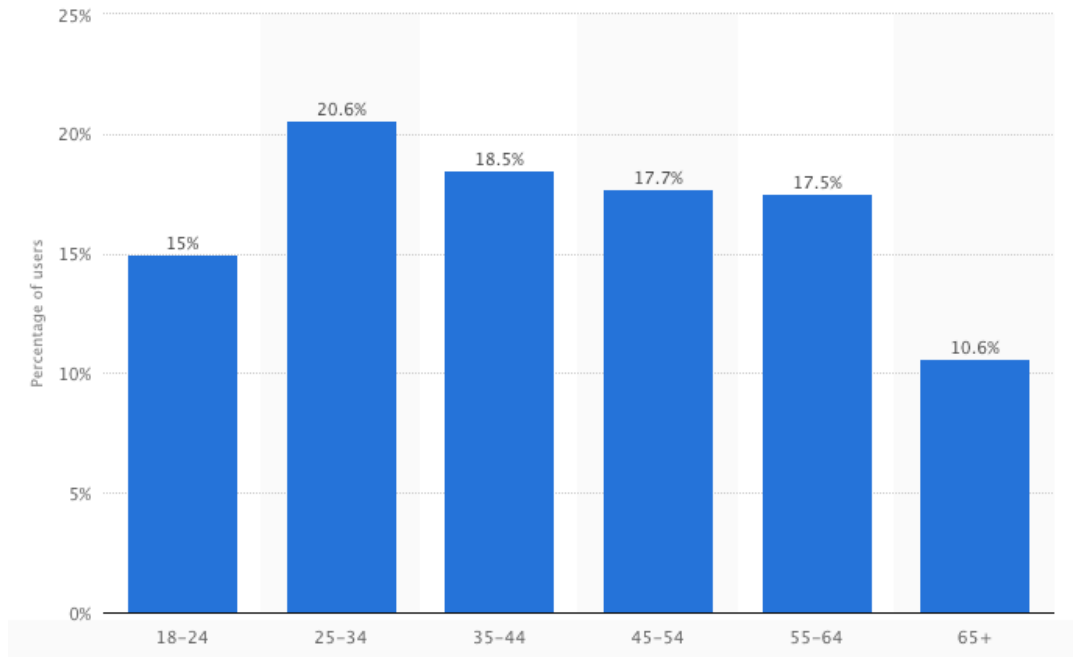
Figure 3: Distribution of Facebook users in the USA (Statista, 2016a).

Figure three shows the age distribution of Facebook users in the United States as of December 2016. It indicates that its main users are people from the age of 25 to 34 years old. Facebook though has a reach in each of the age groups and therefore, when used for marketing, it offers a great opportunity when targeting most of these age groups (Facebook, 2017).

Facebook offers many tools and platforms to reach customers, such as events, ads, applications and pages. Each of these platforms contains an analytics system, called Insights, that allows the company to easily receive updates on activity levels and demographics (Treadaway and Smith, 2012). Facebook Insights gives companies the opportunity to see which posts have the most engagement, when their followers are most active, how much negative feedback the company is receiving and how well the customer service is going. Companies can use this information to better their page, marketing and overall service that their page is providing (Kim, 2017).

In 2013 Facebook partnered up with data companies such as Epsilon, Acxiom and Datalogix. These companies have access to an immense amount of data transcriptions each year and by forming these partnerships Facebook gained a large amount of data about their users. This data information made it easier for companies who wanted to

market on Facebook to target their desired customer group (Allen, 2013). Companies can now target users based on their purchasing behavior and further subcategorize them based on buyer profiles, such as clothing, food and drinks and further on. Companies can also use data built on the life events information that Facebook has. For example, a jewelry company can choose to target people that are newlyweds, within one year for example, and therefore will soon celebrate their one year anniversary (Kim, 2017).

Facebook also has a custom audience tool that allows companies to target their existing customers more effectively and hopefully increase lifetime customer value and loyalty. This can also be used the other way around, where a company can exclude their existing customers from the campaign, so they are not bothered by a flow of advertisements from the company (Kim, 2017).

Now in 2017 there are over 1,86 billion monthly active Facebook users, which makes a 17 percent increase year over year, with half the Earth's internet population being on Facebook (Facebook, 2017). People create an online persona on Facebook and add huge amount of personal data online. This gives Facebook access to behavioral, preferences and demographical data for billions of people. With this knowledge, Facebook and other individuals that have access to this information are able to build models that can predict all kinds of hidden attributes for its users that they may not even realize that they are sharing (Golbeck, 2013).

If a company is trying to expand their customer group they can choose to target lookalike audience as Facebook calls this specific tool. Facebook then analyses the company's followers fan pages and connects with people that like similar pages as your customers, therefore creating a customer base that is a lookalike to your own (Kim, 2017).

Whether marketing on Facebook or any other social medium it is important to choose one that suites your audience. Facebook is the most popular social medium and possess a great amount of data about the users. By using Facebook insights and its data, a company can analyze how its campaign went and effectively target its desired audience.

3.2.2.2   Snapchat

Snapchat's popularity is growing, especially amongst young adults. 85% of young adults, from the age of 18 to 24 years old in Iceland use the medium and a large part of the group use it often a day (89 prósent Íslendinga nota Facebook, 2015). Snapchat is a relatively new medium on social media that focuses on intimacy between you and your followers. The application deletes all content by default that is shared in 10 seconds or less after the recipient opens it (Kotfila, 2014). Snapchat requires the content that is shared, to be recorded at the same time or relatively close to the time that it is shared. When focusing on Snapchat for marketing use, the material is thought to be more about "sharing the moment" and creating a creative and fun material for this short time. The application possesses a direct communication where the audience is known and specific. Snapchat gives the sender control over who their viewers are, by choosing to whom the so-called snap is sent to and notifying the sender of who viewed his or hers snaps. The users cannot save videos that are sent, however they can take screen-shots of the pictures, but if they do so then the sender is notified. The only record of a Snapchat´s interaction to viewers is the list of viewers the users possesses after a snap is sent (Anderson, 2015).
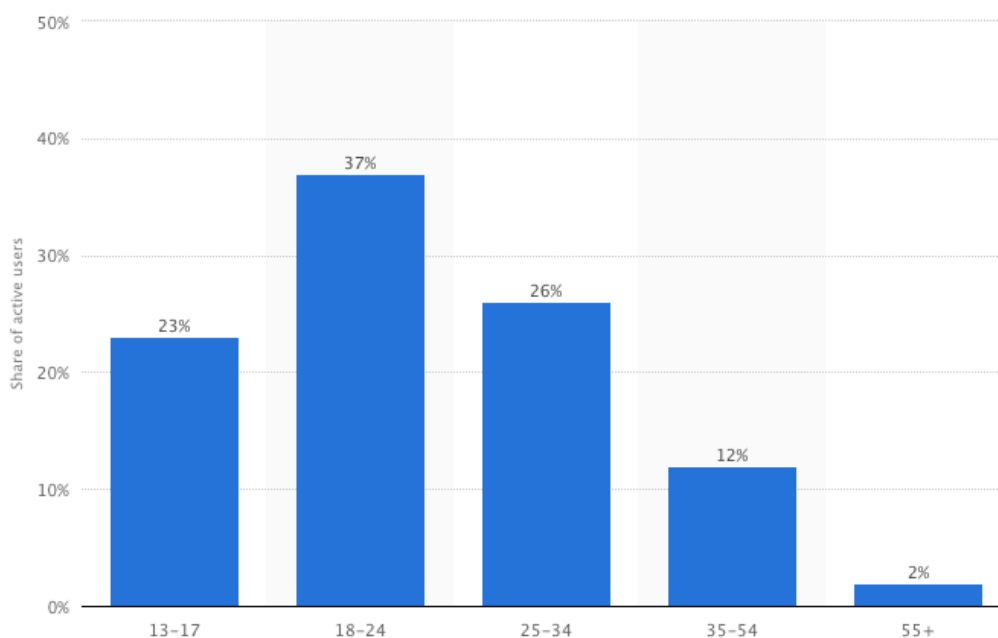

Figure 4: Distribution of Snapchat users in the USA (Statista, 2016b).

Figure four shows the age distribution of Snapchat's users in the United States as of February 2016. It indicates that its main users are people from the age of 18 to 24 years old, but also having a relatively high reach to users within the age groups from 13 to 34 years old (Statista, 2016b).

When marketing on Snapchat, companies tend to follow three steps, first to offer special discounts for followers, second to launch products and third to use influencer marketing. Offering special discounts, also called promo codes, encourages followers to buy your product, also making them feel special, because this special offer is created for them for following your company's account. Companies also use Snapchat to give away a glimpse of their new products. This creates an excitement about the company's products and creates an engagement between the company and their followers, where they feel as they are valuable to the company and it creates a deeper customer relationship. Influencer marketing has become increasingly used for marketing on Snapchat. By partnering up with influencers, then not only will the snaps be viewed on the company's account but as well on the influencer's personal account. This brings awareness to the company's product or service but as well can increase the number of the company's followers greatly. Companies have also done this by having influencers "take over" their Snapchat accounts for a certain period of time and post snaps on their behalf, for example for an event held by the company (Siu, 2017).

Snapchat is rapidly growing as a social medium and is now in second place in popularity, ranking in after Facebook. Snapchat allows companies to be more intimate, be innovative and create a fun environment for the followers. Snapchats does not possess the feature of effectively measuring engagement, which is a great disadvantage when it comes to marketing on this medium.

3.2.2.3 Twitter

Twitter is one of the most popular social media sites and is the most popular micro blog site in the world. One of Twitter's greatest features for organizations is the quick communication with customers, and might be the most effective word-of-mouth social media available. The medium generates buzz quickly through re-tweets and favorings

on a post. Twitter differs from other media as the maximum length of a post is 140 characters and they are automatically set public (Thomases, 2010).

Twitter allows companies to add the feature of favoring, other known as liking, and following users based on hashtags. When favoring or following a user, the user receives a notification and therefore the company often grabs the user´s attention. When a company creates a Twitter account it is important that it stays active. Twitter has a different environment than Facebook and other popular media. On Twitter, you can post often and be as active as you want, whereas on Facebook companies must be aware of not being too active, as users may feel overwhelmed with information. To be an active Twitter user, a company needs to respond to their followers, so when a user tags your company in a post, it is vital that the company responds to the tweet, or at least to some of them. That gives the user a feeling of intimacy and gives the company a more human atmosphere (Resnick, 2015).
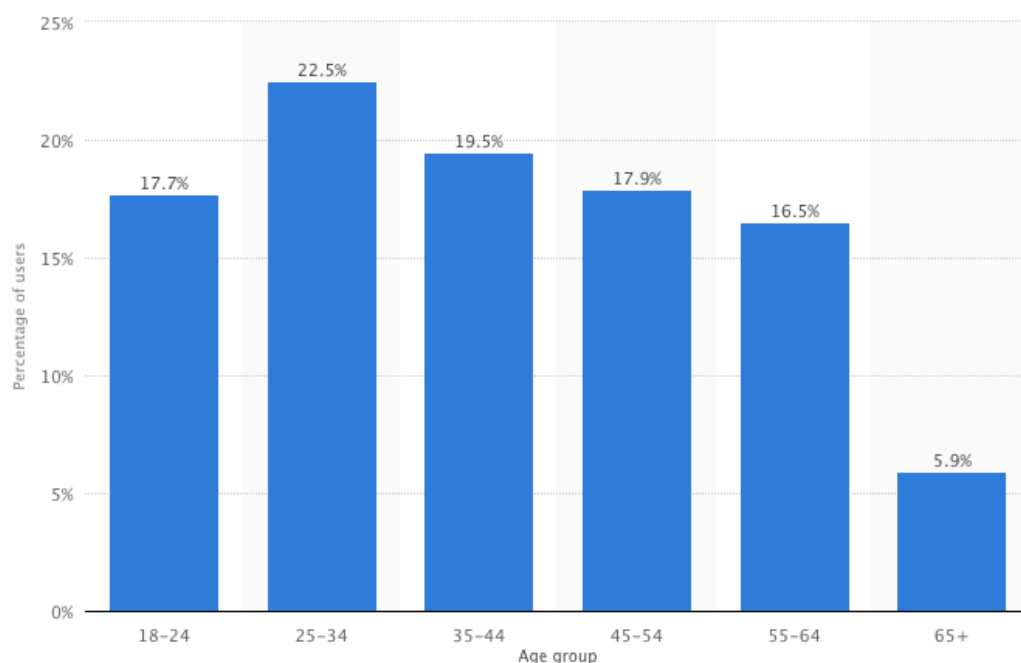

Figure 5: Distribution of Twitter users in the USA (Statista, 2016c).

Figure five shows the age distribution of Twitter's users in the United States as of December 2016. The age distribution is relatively even throughout the age groups, but the highest for the age of 25 to 34 years old and lowest amongst people 65 years old and older (Statista, 2016c).

The most successful people and brands that use Twitter are those who think of Twitter not as a broadcast medium, rather an ongoing, open and thought-provoking conversation. Most Twitter users are not afraid to speak their minds and therefore Twitter can be a useful tool for companies to monitor how their reputation is (Thomases, 2010).

Twitter allows businesses to expand their brand and promote their business. It is one of the largest and most effective social media when it comes to creating buzz marketing. Trends become popular on Twitter and then create a great opportunity for companies to take part in the conversation and hopefully gain recognition with users and directing them to their pages. Twitter is a medium where companies can be spontaneous and not dwell on what their message will contain, rather to be clever, funny and on point (Thomases, 2010).

Twitter's main users worldwide are estimated to be 39% 18 to 24 year olds, 20% 25 to 34 year olds, 16,5% 35 to 44 year olds, nearly 15% 45 to 54 year olds and about 9,5% 55 year olds and higher. So, when companies are estimating whether to use Twitter as a part of their media they need to make that decision with the users age in mind, and who they plan to target (Thomases, 2010).

3.2.2.4 Tinder

Tinder is a mobile dating app that was launched in September 2012. It´s use grew rapidly and as of late 2014 its users, using the app monthly, where estimated to be around 50 million. Tinder is a location-based app, meaning that it uses the user´s GPS location while looking for potential matches. It allows users to swipe left or right, left if not interested in the other user and right to show interest. Matches are created if both users swipe right on each other's profiles and then providing the choice of starting a direct conversation (James, 2015).

When creating a profile, users can either connect through their Facebook account or through their e-mail account. The user can create a description about him- or herself containing 240 characters. Each user can customize their potential matches by choosing the desired age, gender and proximity to the other users. Tinder creates a certain assurance for authenticity when users connect through their Facebook account, as then the users age and first name automatically transfer to their Tinder profile (James, 2015).
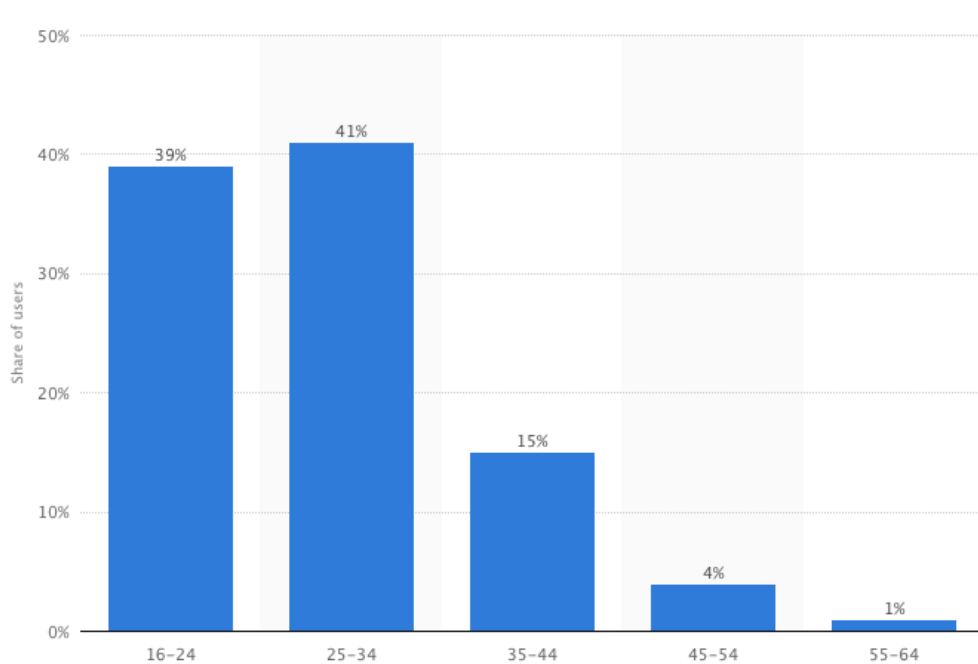
Figure 6: Distribution of Tinder users in the USA (Statista, 2015).

Figure six shows the age distribution of Tinder's users in the United States as of the 2nd quarter 2015. It indicates that its main users are people from the age of 25 to 34 years old, but also having a relatively high reach within the age groups from 16 to 34 years old (Statista, 2015).

Tinder is a relatively new social medium and has not been used for a marketing purpose for a long period of time. It is similar to Snapchat where there is not a possibility of making a connection with users who have not matched with your account. There is only an option of direct messaging. Tinder is nevertheless a fun and exciting medium that might have a great potential in marketing, if thought out carefully and creatively.

This chapter's goal was to identify Facebook's, Snapchat's, Twitter's and Tinder's main characteristics. It is important for companies that aim to use social media as a part of their marketing campaigns to carefully evaluate the medium they are considering to use. Companies have to consider what media the target market for their campaign uses, where their content will thrive the most and if the medium is suitable for their brand image.

4 Research method

This research was conducted to gain an insight into the marketing strategies of successful campaigns here in Iceland that used social media as their main medium. The goal was to analyze how marketing on social media is different from marketing on other media and how companies are to choose what medium is best suited for their campaigns. This thesis sought to answer the research question:

What can be learned from successful social media campaigns in Iceland?

A qualitative method was used in this research to gain a deeper understanding of opinions, motivation and experiences. Qualitative research often recounts who said what to whom and why and offers no statistical data. The method can give an understanding of why choices were made and what was the underlying motivation for the decision. Qualitative research involves both data collection and data analysis. Data collection can be made through various techniques, for example through interviews, the collection of written resources and with focus groups (Bryman and Bell, 2011). Data analysis is conducted simultaneously when the data collection takes place (Strauss and Corbin, 1998).

4.1 Data collection

The data was collected through four interviews. A list of questions for the interview was sent to the interviewees via e-mail prior to the interview. The interviews were recorded on the author's cellphone and were later listened to when writing the cases.

The interviews were semi-structured and differed in length, being from 22 minutes to 59 minutes long. Semi-structured interviews are open and allow new ideas to be brought up during the interview in relations to what the interviewee answers. They are flexible but still base on the interview's framework. In the beginning of each interview, the interviewee was made clear of the subject for the project and its purpose and why it was being recorded, after having agreed to it.

4.2 Data analysis

The data analysis began after the interviews had been conducted. The author began by writing the content of each of the recordings in the order that the interviewees answered the questions. Then the content of the interviews was re-organized, creating

a similarity between them and the structure of this assignment. The content was then structured as cases with similarities within each other.

4.3 The study's implementation

The idea for this research began in the summer of 2016, when the author was taking social media classes at Stanford Univeristy where a sudden interest for social media marketing arose. The author wrote a short essay about successful social media campaigns in the USA in relation to emotional factors. In the fall of 2016, the author met with the instructor for this research and after that began exploring what campaigns in Iceland used social media as their main medium and had become successful. Companies that used different social media as their main platform for their campaign were chosen so an analysis could be made on how they chose the medium and on what the companies based their decision. The author contacted the people that were behind the campaigns chosen for this research and dates for the interview to take place were decided via e-mail. The interviews took place from the 29th of March to the 12th of April 2017. The data analysis was conducted alongside the interviews as well as the writing of other chapters of this research.

4.3.1 The interview framework

A list of interview questions was created, then reviewed and approved by the instructor. The questions were for the most part the same for all the interviews, except for the one with Domino's. The questions were the same for the three other interviews, and created with one medium and one campaign as the main focus. The author however considered Domino's to be active and successful on more than one medium and was curious as to why they decided to close a few of their social media accounts. All the interviews had the same theme and goal, finding out how the companies choose the social media for their campaigns, if they believe them to be effective, looking at the media advantages and disadvantages and what the companies have learned by using social media in their marketing strategies.

4.3.2 Choosing the interviewees

The author had been working for the Marketing association of Iceland, ÍMARK, and had attended lectures held by all of the interviewees. The interviewees gave presentations about their successful campaigns on these different media and the author contacted them shortly after.

The interviewees were three male and one female who all had it in common to be a part of or in charge of marketing for each company. The author contacted the interviewees via e-mail. The author introduced herself in the e-mail, described the purpose of the research, its main goals and ending the e-mail asking whether the person was willing to meet the author for an interview. After receiving a confirmation from the individuals, a date was set and the author sent them the questionnaire.

Three of the four interviews were conducted at the interviewees' office but one was held in an office at the University of Iceland. Each interview went well with a friendly atmosphere and pleasantness governing the room.

5   Results

5.1   Cases

The cases in this chapter are based on interviews with individuals in charge of or involved with the company's marketing. In each case the firm is briefly introduced, as well as the campaign in focus, its theme and goal. Then a demonstration is made on how the social media was selected and how it was used for the campaign. Finally, a clarification will be made on what the companies learned from the campaign and from using social media.

5.1.1   Íslandsbanki: Faking a death

Choosing Facebook as the main medium: Íslandsbanki was selected because of its successful use of Facebook as the main medium for the Reykjavik marathon campaign in 2016.

Íslandsbanki is one of the largest banks in Iceland. Since the year 1997 it has been a sponsor for the marathon in Reykjavík, which is the most popular marathon in Iceland (Íslandsbanki, 2017). For the past couple of years, Íslandsbanki's marathon campaigns have featured local celebrities preparing for the run. These campaigns started in 2013 where the "Marathon man" was Pétur Jóhann, a known comedian in Iceland. The next couple of years the trend continued, whereas in 2014 it featured Skálmöld, an Icelandic rock band, in 2015 featured the marathon mother and daughter and finally in 2016 it featured Valdimar, an Icelandic singer/songwriter.

These campaigns differ from the bank's normal campaigns where the bank is not trying to sell any products or services and therefore Íslandsbanki does not need to feature it in the campaigns. These campaigns are only intended as a project for the community, and as far as the interviewee is aware of, the largest here in Iceland. Since the campaigns started in 1997 more than 500 million Icelandic Krona have been raised.

The marathon man for the 2016 campaign was, as mentioned above, Valdimar Guðmundsson. The campaign consisted of him training to take part in the 10 kilometers run in the Reykjavík marathon. The main goals for the 2016 campaign were to increase registrations for the 10 kilometer marathon and to raise more money for charities. The amount raised in 2014 for charities reached an all-time high, but in 2015 both the

amount of money raised and the registrations for the run decreased. The focus was set on the 10 kilometers run instead of other distances because most people start there when going into running. The decrease in registrations for the 10 kilometers run may not be a surprise as sport events all over the country have increased immensely over the past years.

The target groups for this campaign were separated into two, based on the goals. The target group for the 10 kilometers run was people from the age of 18 to 55 years old who lived in the capital area. The target group for raising more money for the charities was everyone older than 18 years old that used social media regularly.

The idea and the message for this campaign came from an interview Valdimar gave on the television show Kastljós earlier that year, where he described a dream he had dreamt about him suffocating, and later voiced his fear for his health, being overweight. This campaign touched people. The only thing that was not true in the about campaign was that Valdimar did not die. People were glad to see a beloved Icelandic singer that had health problems try to change his lifestyle for the better. People connect with real stories and experiences and that is why these campaigns get people to talk and receive PR. People are excited to see how the transformation is going and curious about the developments.

A 20 second Television commercial was aired advertising the memorial concert for Valdimar Guðmundsson, in the beginning of the summer 2016, straight after the Eurovision song contest. The commercial left viewers in shock wondering if this was true or not. While the commercial was being broadcasted Íslandsbanki was prepared with people on Twitter ready to declare that Valdimar was not dead. The TV commercial ended with a link to an online site, where people could see the end of the commercial, with Valdimar waking up from a dream. The two later commercials were broadcasted in the next two days, but never again the first one where Valdimar died. Those three TV commercials were the only TV commercials shown in this campaign.

Using these three 90 second commercials, which were all together around 90 second, was to get people's attention and move them online, where the campaign would later take place. Facebook was chosen to be the main medium for this campaign, based on the target groups and because of its wide reach in Iceland. The campaign's

content was modified frequently. By using Facebook analytics Íslandsbanki could monitor how each post affected registrations for the marathon and then modified the content in relations to this information. In the beginning of the campaign those observations were accurate but as the campaign continued it was not clear whether the PR that it had gained was affecting registrations or if it was the content posted on Facebook. Also by using Facebook people could share, like and create buzz around the campaign and receive new updates.

The 2016's marathon campaign turned out to be Íslandsbanki's most successful campaign for the marathon since the beginning. The money amount raised for the charities had never been greater, raising 97 million Icelandic Krona and the registration for the 10 kilometers run increased since the year before. In addition to those goals the registration for both the half and the whole marathon had never been greater.

Facebook and other social media have changed the way Íslandsbanki markets itself. When using social media in marketing a greater pressure is created to keep the content up to date and always improving and modifying it. The company receives instant feedback from customers and it creates a two-way dialogue between the customer and the company. If the company receives a good recommendation from customers through social media, it can spread quickly and the value of the word of mouth can be invaluable for the company.

The benefits of using Facebook as the main medium for a campaign is that one can see how effectively the content is reaching the consumer. It is possible to notice the interactions and to control who see the posts. Compared to other media such as advertisements in television or on print, using Facebook is less expensive, segmentation becomes more effective and updates and improvements are easier.

The disadvantages of using Facebook as the main medium for campaigns in Iceland are partly based on how small our population is. Companies are able to segment more effectively in other more populated countries

Íslandsbanki also uses social media for other campaigns and overall in their marketing strategies. The marketers believe that social media has changed marketing in a good way and should make advertising more efficient if and only if segmentation analysis is correctly done. Their goal is to improve their two-way communication with

customers through social media. Íslandsbanki believes that with the decrease in the number of branches all over the country it is vital to improve their media and give the best service possible.

Íslandsbanki is currently not looking at new social media for its marketing, it rather wants to focus on using their current social media better and more efficiently. They want their media to work as their branches. So that when a customer enters Íslandsbanki's media they can as easily find what they are looking for as if they were being assisted at a branch.

5.1.2 WOW air: Can you flirt your way to Iceland?

Introducing new flights to Canada by using Tinder: WOW air was selected because of its successful use of Tinder as the main medium when introducing a new route, Canada.

WOW air is an Icelandic low-fare airline that was founded in 2011. It states itself as offering the cheapest flights to and from Iceland, providing a memorable service all the way. It bases its marketing strategies on being innovative, trying new and exciting ways in marketing and attracting PR (WOW, 2017).

WOW air introduced Canada as a new destination in October 2016. Their marketing team decided to try something new, and became the first airline to market itself on the dating app Tinder. It announced that it would be active on Tinder on its Twitter account, tweeting: "We're on Tinder giving away tickets! Swiping in Canada right now. Almost got swept away by your smooth lines....". As soon as the announcement was made, media all over the world started writing about the campaign, creating great PR. WOW air used a Tinder pro account that made it possible to decide your location wherever in the world, and they chose Canada, Toronto and Montreal. The plan was to get potential customer to "flirt" with the airline in hope to win tickets to Iceland, asking: "Can you flirt your way to Iceland?".

WOW air downloaded an app that "swiped" right for them, making it easier to get more matches. It ended up with over 15.000 matches in Toronto and over 8.000 matches in Montreal. WOW air usually work with a low budget in their marketing campaigns and this campaign cost comparatively almost nothing. The target group for this campaign was WOW's usual target market, young adults from 18 years old to 30

years old. Those are their main customers and as well as people who use social media the most.

For this campaign, WOW air used cross promotion. They used all their social media, with focus on Tinder but as well on Snapchat, Twitter, Facebook and Instagram. When asked why they chose Tinder as their main medium for this campaign, they said that the app possessed all the characteristics that aligned with WOW air's main marketing strategies, being new and fun. Some people within the marketing team raised their concerns over this decision, whether it was too cheesy and cheap, but in the end, it turned out great being considered innovative and newsworthy.

Brands need to be careful of whether their marketing will hurt their image, as the interviewee mentioned that Icelandair would not go on Tinder, as it has different goals and strategies in their marketing. The major benefit of using Tinder is that it is a new way for a company to market itself. It is exciting for customers to get to know and talk to companies directly on an informal medium. It makes the company feel more human in the eyes of the customer. The disadvantage of using Tinder is that everything must be sent directly to one person. It does not possess the qualities that Facebook, Snapchat or Instagram have, where you can reach every single one of your followers with a post or a story.

This campaign's success was difficult to measure. WOW air measured it in matches and how many people sent them a message on Tinder. The main indicator of success was the PR and advertisement value equivalency, meaning the measurement of the benefit to WOW air from media coverage of a PR campaign. This campaign for WOW air cost them only the Tinder pro account that was $9.99 dollars per month in direct cost, plus the use of their own human resources in marketing. The total matches were around 30.000 and about 60% of the matches sent WOW air a message through Tinder.

WOW air believes that social media has completely changed the way brands market themselves, in a good way. Social media has made it possible for companies to market themselves at a relatively low cost, compared to using older media as print, radio and television advertisements.

WOW air learned a great deal from this campaign. It taught them to take risks in choosing new media for campaigns, if they believe the medium to be in correlation to

their brand image, act more human, be where the people are, be clever, funny, innovative and take chances. When asked if WOW air is considering or foresees using a new social medium in their marketing strategies in the near future, WOW mentioned an application named Musical.ly. It is one of the most popular apps for young adults today and WOW air is currently trying it out and may use it for future campaigns.

5.1.3 Tjarnargatan: Driving under the influence of smartphones

Choosing Snapchat as the main medium: Tjarnargatan was selected because of its successful use of Snapchat as the main medium for the campaign "Höldum Fókus" in 2016.

Höldum fókus is a campaign created by a media production company named Tjarnargatan. The campaign was made in collaboration with Síminn and Samgöngustofan. Höldum fókus is a brand owned by Tjarnargatan and they create a campaign for the brand each year with new collaborators.

The campaign's main goal is to raise awareness of the risk of using smartphones while driving or "Driving under the influence of smartphones". The campaign consisted of four popular Icelandic influencers on Snapchat who faked a car accident while using the medium. They posted the accident on their own Snapchat account without any explanation or warning that this was an advertisement. Their followers saw the accident live and were left in shock whether it was real or not. In the end the influencers announced on their Snapchat that the purpose for those Snapchats was to encourage people not to use the medium while driving.

The target group for this campaign was people from the age of 17 to 35 years old. The reason why Snapchat was chosen as the platform for this campaign was because while driving, young adults, who were the target group for this campaign, mainly use this medium if they are using their cellphones. It was thought to be most affective to use the medium, the target group would most likely be using while driving, to create a likely scenario. Snapchat has, according to Gallup, become the second largest social medium and is proportionally growing the most amongst young adults.

By using Snapchat, a certain momentum was created and only the influencer's followers could see the campaign, or the accident happening. This campaign was based on emotionally moving people rather than encouraging them to share and therefore

Snapchat was a convenient medium. One of the disadvantages of using Snapchat for this campaign is that the only people that could see it, at the beginning, were those who were following the influencers. When using Snapchat for an advertisement purpose then it is difficult to monitor the campaign's reach, for the only data that is at hand is the views of the Snapchats on each influencers account. It is also not known if the views on the influencers' accounts are coming from the same followers, whereas the viewers may overlap.

Straight after the campaign was launched people started talking about it on Twitter and soon the press contacted Tjarnargatan. The campaign was covered in all the top news media in Iceland and received great coverage. Though Snapchat was the main medium, the campaign was uploaded to YouTube so it would be accessible to a wider audience and for a longer period, for a Snapchat is only viewable for 24 hours. When asked why they believe that this campaign received so much coverage, they believe the reason to be that it was made with the society's best interest at mind and in the purpose of hoping to improve people's behavior while driving. People tend to share posts and news more when they are related to helping others, not just an advertisement.

Tjarnargatan believe that the benefits of using social media, versus television advertisements for example, can be that instead of using most of the campaign's budget to create one great television advertisement, you can use social media for creating many smaller waves of information that are call-to-action and hopefully create buzz. When using social media, you have more room to be creative and you can monitor the campaign's success almost immediately. Social media creates an instant information flow and therefore when publishing content for a campaign on social media you can use AB testing and see by looking at the engagements what content suits the audience best. Advertisements in general have changed with the introduction of social media. They have moved from being a glorified, Hollywood-storytelling towards containing a sincere and cleaver message. Social media advertisements may not be of the same quality as television commercials but they may be more affective and better implemented.

This campaign showed that it is possible to use Snapchat to create something clever with a low publication cost and receive great viral coverage. Facebook and Instagram

have now made it more difficult to get viral coverage without paying for it and therefore Snapchat is still a great medium if used correctly.

When asked about the future opportunities for social media marketing Tjarnargatan believe that VR360 and mini apps could become great. But whatever the next big medium will be, the same principles will still apply. Companies and brands need to tackle each medium and figure out which suits them best. The content needs to be clever and not contain too much of an advertising message. They need to be true to themselves and create content in accordance with that.

5.1.4 Domino's: Quality over quantity

Choosing the right media that fits the brand image: Domino's was selected because of its successful use of social media throughout the years in marketing online.

Domino's has a great brand value here in Iceland and is very well liked among most people. Social media have played a large role in their marketing strategies for a long time now, or since their popularity started rising here in Iceland.

Social media plays a large role in Domino's' marketing, where each day they look at their marketing and try to create good content to put on their social media even though there is no campaign in action. Domino's chooses quality over quantity in their marketing strategies on social media they rather post a few things with a good quality than pumping out low quality content. There is a great awareness of the brand here in Iceland so there is no need for the brand to focus on building brand awareness. Domino's believe that people go on social media to relax and look for entertainment and therefore they want to focus on creating content that moves people, rather than content that blends in with the overflow of advertisements online.

Domino's in Iceland uses Facebook and Twitter in their overall marketing. Domino's chose them for their features and qualities. The benefits of Twitter are that users are spontaneous and not too serious and for Facebook it is the largest social medium, a good place to advertise because of its wide reach. On both of these media Domino's is able to connect with customers and take part in various conversations. When using these two media, customers connect with the company in a more personal sense. They are great for customer service, where if customers have a problem they can connect with the company through these media by sending a photo of the product or a message

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and the company can respond quickly. Twitter does not offer the possibility to advertise on the medium in Iceland yet, but Domino's is not sure that they would choose to do so if it were an option. They see Twitter as more of a place where the company can be witty and human and they tend to allow themselves more on that medium compared to Facebook, as it is a different environment. Both of these media, and most social media, require almost 24/7 monitoring, because social media is a rapid evolving environment and a complaint posted on social media can snowball into a crisis for the company in a short amount of time. Therefore it is vital for companies to answer complaints or comments quickly and be active.

Domino's was active on Snapchat and Instagram where they used them as a part of their social media until two years ago when they decided to close their accounts. They felt as they were becoming too similar to other companies that were active on those media in Iceland and decided to close their accounts. They want to shed a light on the fact that companies should not be on media that do not suit them well. Domino's however did not stop using those media all together, but started using influencer marketing. They partnered up with a few influencers and the deal was that if the influencers were ordering a pizza and showing it on their media, then the pizza would have to be from Domino's. Influencer marketing has increased immensely over the last year and since then Domino's has decreased its use of that type of marketing, as they want to maintain their uniqueness.

When Domino's is monitoring a campaign's success through social media, then the technique depends on what the campaign's goal was. If the goal was for example to increase sales on a product, then they monitor how many people clicked on the advertisement and ended up buying the product. They used this technique for example with their Christmas desert. Domino's only advertised the dessert on social media so they could directly link the sales to marketing through their social media. If the goal was on the other hand to increase brand awareness then they measure the amount of likes and shares on their posts.

Domino's performs a target market analysis before each of their campaigns. Their product makes their target group wide, for it appeals to so many. After they perform this analysis then they choose media to publish the campaign on. Domino's divides their

age groups into people from the age of 18-25, 26-35, 36-55 and then 55 years old and older. When focusing on the older groups they tend to take their campaigns to print and radio. They closely consider what medium suits each age group and make that decision in alliance with their agency. Those decisions are based on statistical information about what medium each age group uses the most. For example, when advertising their "Tuesday offer" they focus on young adults when selecting a target to reach on Facebook and they focused on older adults when marketing their more advanced pizzas with higher quality ingredient that are a bit more expensive. Domino's also uses their target market analysis when they only want to reach people in certain areas of Iceland, for example if an offer is available in Akureyri they do not want their customers in Reykjavík to be bothered by that offer, and therefore make it only visible to people that the offer is relevant to, using demographical segmentation.

In their social media marketing, they tend to perform AB testing to see which content raises more awareness. When asked what Domino's believes to be the largest benefit with using social media for marketing the answer was that it is how many people you can reach with less amount of funding than when using other media for marketing. Companies are able to see directly what content speaks most to consumers and what leads to sales and awareness, the results are concrete and directly visible to the company.

Social media has taught Domino's a lot in relations to marketing. They are better connected to customers, it has taught them to use the brand in a different way, be more human and have more fun. When something goes wrong in a campaign they can fix it quicker than on other media and they perceive that to be a huge benefit.

Their most successful social media campaign would be #HeForShe, which was created in a partnership with UN women. At first it was just on social media, but later it went on to be shown on television. They received enormous feedback, and it raised great awareness. They believe that the reason behind the campaigns success is that it moved people and it had an important message, to raise awareness of ugly comments made regarding women. UN women in Iceland say that this campaign is their best one yet.

Domino's is always striving to be ahead of new developments in marketing in regards to social media. They use experiences from outlets located in other parts of the world, mainly the US, and use their best practices. Other and new services are being offered in the US such as ordering through voice control, which would be hard to adapt for Iceland since our language is not spoken by many and few software programs understand our language. They strive to be innovative and keep up with new developments and perceive themselves to be lucky to be able to buy equipment from their own outlets all over the world. They might look at an app called Music.ly for their marketing in the future, as its popularity is growing, but that might just be a trend that will fade. As for now they will focus on improving the services that they are currently offering.

5.2 Analysis

In this chapter the advantages, disadvantages, opportunities and threats associated with marketing on social media are identified. A demonstration of what the cases above had in common will then be conducted and lastly a comparison will be made on how social media marketing differs from marketing on other media.

5.2.1 The advantages

The advantages of using social media for companies in marketing are that social media brings the customers together in one place. Assembling the customers allows the company to gather information about them, monitor and adapt its services or products to their needs (Mazurek, 2009). When looking at the cases each of the social media offered a different advantage. Facebook's main advantages lie in its reach and segmentation ability, Snapchat's in an intimate environment allowing a creative storytelling, Twitter's in the ability of creating a conversation and its creation of buzz marketing and Tinder's in being new and exciting.

5.2.2 The disadvantages

The disadvantages are however that companies can lose control over the communications into the hands of the customer (Mazurek, 2009). Social media is an open environment that allows customers to openly state their opinions. It can be crucial for a company's survival in the marketplace to receive good recommendations from the customers and if a negative conversation about the company starts spreading on social

media, then there is no way of knowing of its reach. In relations to the cases, each of the social media possessed its disadvantages. Facebook in terms of that Iceland is a small country and therefore companies cannot segment groups as efficiently as in other countries. Snapchat and Tinder had the same disadvantage that was limitations in terms of informational flow. For Snapchat only the individual's followers could see the content and for Tinder everything had to be sent through direct messages. Twitters main disadvantages are the limitations in characters for the message that is being posted.

5.2.3 The threats and opportunities

The threats that face the company when marketing on social media can be to underestimate the media. The companies can release too much information or give away too much of their control and therefore lose its power to the customers (Mazurek, 2009).

The opportunities a company gains when using social media are for example the connection the media offers between companies and customers. The possibility of efficient segmentation of the market is also a great opportunity for the companies. Both opportunities give the companies a chance to create a deeper relationship with both existing and potential new customers.

5.2.4 The four steps of marketing on social media

When looking at these cases in relations to each other, there is a visible similarity in all of the companies' strategies when choosing a social medium for marketing. The author created a model to describe the factors that need to be taken into consideration or steps that the companies followed when choosing the medium. This model will be called "The four steps for marketing on social media: The four C's".

Four steps for marketing on social media

The four C's

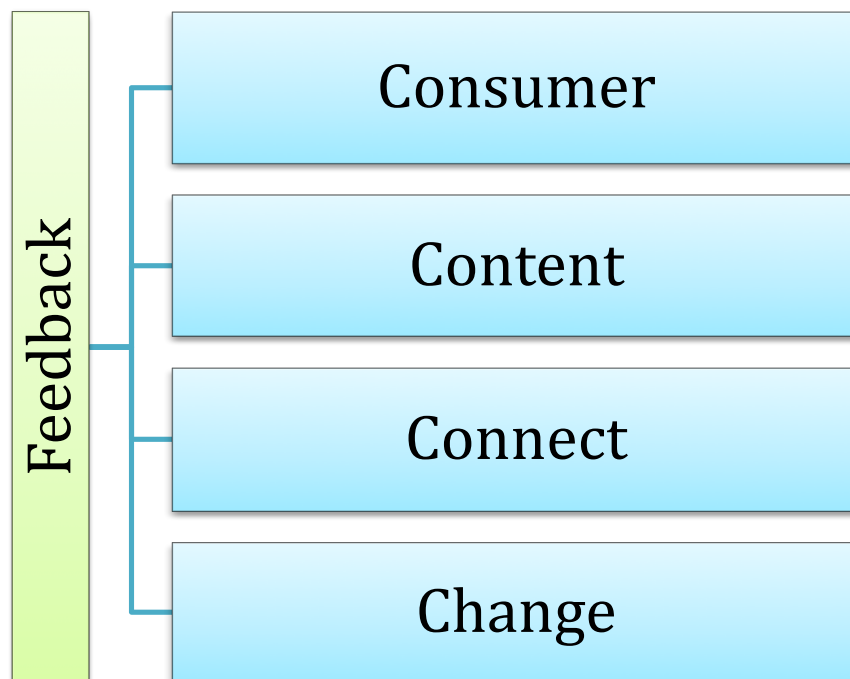Feedback

Consumer

Content

Connect

Change

Figure 7: The four C's for marketing on social media

The first step is deciding the group that the company is focusing on for the campaign, who is the target market? After deciding the target market then the company must figure out how they are going to reach the target group. They have to choose a message that speaks to the target customers and create content for the campaign. The next step is to figure out how to connect with the target market. The company needs to do so by looking at the data, to see on what social medium the age group that they are targeting is active on. It also needs to take into consideration what medium is best suited for their

message, whereas for example on Twitter the message is limited to 140 characters. The last step is change, analyzing how well the content reached your target market and whether it was effective in relations to the campaign's goals, for example leading to awareness or increasing in sales. The company needs, in accordance with the analysis' results, to modify and change the content until the company's goals are met.

Social media is a two-way conversation and therefore companies need to take advantage of the fact that they have a direct connection with their customers and use the feedback to modify their campaigns on social media throughout every stage of this model.

5.2.5 How social media campaigns differ from campaigns on other media

As a result, the companies demonstrated a clear difference when it comes to marketing on social media versus on other media.

The first differentiation is the opportunity that social media offers in segmentation. Social media allows marketers to narrow down their target market immensely and as a result making their campaigns more specific and customized with the target markets needs in mind.

Marketing on social media is relatively low in cost compared to marketing on other media. This allows the marketers for example to create more material on social media for the same cost or perhaps lower than the cost of producing one television commercial.

Social media is a two-way communicational tool that allows customers to take part in campaigns. Companies can become more connected with their customers and it creates opportunities for them to create a deeper relationship with the customers. On social media companies receive feedback quicker than ever before when using other media. This allows companies to adapt their campaigns in accordance to the feedback received and create better and more affective campaigns with the customers´ needs in mind. Companies can use AB testing which helps them customize and quickly see what content is more relevant to the target group.

With social media providing a two-way communication it also creates great pressure for the marketers. It requires marketers to be quick to modify and improve content that is not receiving good feedback. Social media can create viral marketing, both good and bad, and therefore marketing representatives need to be quick to answer complaint because a bad review can quickly receive great viral coverage.

Social media offers an environment that allows companies to take more chances and gives them an opportunity to create innovative, fun and clever campaigns. If a company is one of the first ones to use a new medium for their marketing strategies it can receive great PR, for example when WOW air was the first airline to market on Tinder.

Companies need to choose a social media that suits the marketing message and base that decision on a comparison of the characteristics each medium provides. However, whatever social media a company chooses to use for their marketing strategies they always need to be true to their brand image and create a clear message.

When marketing on both social media and other media such as television, radio or print, the goals are still the same. Each media goal is to create content that moves the customer through four stages called AIDA that is awareness, interest, desire and action and create a content that delivers the marketing message efficiently to the target market.

6 Discussion

This research was conducted for the purpose of identifying what the marketing managers, of companies that created successful social media campaigns, found most relevant when choosing the right medium. Social media was the platform for this research, looking at campaigns that became successful using different social media as the main medium for the campaign. Four social media where introduced based on the campaigns chosen for this research. The media were Facebook, Snapchat, Twitter and Tinder. The goal was to seek an answer to the research question by interviewing four individuals who were in charge of or took part in the companies' marketing campaigns.

What can be learned from successful social media campaigns in Iceland?

The results indicate that when marketing on social media, companies need to decide who the consumers are, what content will be suited for those consumers, what medium is most affective to reach the target market based on data, change the content if needed and listen to feedback from customers.

The factors that seem to be most relevant when choosing what social media to market on are who the target market is, what the campaigns goal is and what the marketing message is.

Age appears to be the largest factor when choosing a social media for the target market. Facebook reaches most age groups, Twitter has a wide range as well, while Snapchat and Tinder mostly reach young adults. Overall social media seems to suit well when the marketing message is intended to reach people under the age of 55 years old. Market segmentation has proven to be a vital factor when companies are trying to fulfill their customer's need (Wood's, 2013). Therefore it does not come as a surprise that it turned out to be one of the most relevant factor when choosing a social media to market on.

Social media and other media marketing possess the same goals, to create content that moves the customer through four stages. That is to create awareness, interest, desire and action of what the company is offering.

The campaigns goals were for the most part to drive people to engage or create awareness. Therefore, the campaigns had to receive attention from a wide range of

people. Íslandsbanki did so by using first a shocking television ad and then moving viewers to the social medium that has the widest reach in Iceland, Facebook. WOW air did so by using an unusual social medium for their marketing, being the first airline to use Tinder as their main medium, and in return receiving great PR. Tjarnargatan wanted to raise awareness of the danger of using cellphones while driving. Therefore, they used Snapchat, which is the social media that is mainly being used by young adults when using their cellphones while driving. Domino's raises awareness of their campaigns by each time carefully deciding what social media is best suited.

The campaigns received a large amount of shares, call-to-action and buzz, and therefore moved customers through the action and interest stage. The companies were able to create campaigns that spoke to the audience with great material and influential spokespersons. Companies strive to receive viral marketing for their campaigns. It is considered to be the best word-of mouth promotion on social media and it is one of the factors that made the campaigns, demonstrated earlier in this thesis, successful (Fahy and Jobber, 2012).

The results of the campaigns showed that desire was created. Íslandsbanki created a desire for people to take part in the marathon, Domino's by reminding customers of its delicious menu, WOW air by creating a desire for travellers to flight to Iceland and Canada and Tjarnargatan a desire for young adults to stop using smartphones while driving.

Two of the four campaigns demonstrated in this thesis used influencer marketing, both Íslandsbanki and Tjarnargatan. They however used different approaches, Tjarnargatan used the influencers' personal profiles to publish their campaign while Íslandsbanki used their own profile. Both of the companies used individuals that spoke to their target market. Tjarnargatan chose celebrities that had many followers, who young adults look up to and were likely to listen to. Íslandsbanki chose an individual that did not fit the runner stereotype but instead chose someone who was changing his lifestyle and encouraging people in all shapes and sizes to take part in the marathon. Companies therefore need to choose how they will use their influencers, if they will use their personal profiles or let them use the companies' profiles instead. Both ways

appear to work effectively and thus the company has to decide what way they believe will be better suited for their campaign.

The results indicated that the companies see a clear difference in marketing on social media versus on other media. Social media offers greater opportunities in marketing segmentation and is relatively lower in cost. It is a two-way communicational tool whereas other media is one-way. Two-way communication allows companies to connect more with customers, create a deeper relationship and offers quicker feedback. It also creates greater pressure than marketing on other media, for it requires marketers to be quick to respond to customer feedback or complaints. Social media gives companies a chance to be innovative and create a clever message in a new environment. If companies want to succeed in marketing on social media then it is vital for them to choose a social media that suits the marketing message and the brand image.

The companies carefully decide what social media to use by comparing each media's characteristics to the marketing message. Facebook is overall the strongest candidate for whatever type of message, for its wide reach and various opportunities to communicate to users. Twitter is considered a strong candidate when the message is informal and its goal is to create a conversation, Snapchat when the message is personal and there is a desire to tell a story and Tinder when the marketing message is unconventional and fun.

6.1 Limitations

The main limitation in this thesis is that only one company was interviewed for each social medium. To gain a deeper understanding of whether each of the social media demonstrated in this thesis creates a successful campaign when following the company's strategies, then more interviews have to be constructed and analyzed. Therefore, this thesis only provides an indication of what is vital for companies to have in mind before choosing a social medium for their marketing strategies.

6.2 Further research

Social media is still relatively new in relations to marketing. Companies can gain from further researches in this field that is how they can improve their marketing on social media and effectively choose a social medium suitable for their campaigns. It will be interesting to see how the evolvement of social media will affect marketing in the near future and whether a new medium will soon govern the social media market.

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7   Appendix

7.1   Appendix 1

The basic list of questions

1. Getur þú sagt mér stuttlega frá herferðinni?
2. Á hvaða miðil einblíndu þið á í markaðssetningu herferðinnar?
   a. Ef marga, hvernig nýtið þið samspil þessara miðla?
3. Á hverju byggðist sú ákvörðun að notast við þennan miðil?
4. Hverja telur þú kostina vera við notkun miðilsins?
   a. Hvers vegna?
5. Hverja telur þú gallana vera?
   a. Hvers vegna?
6. Hvernig var árangur herferðinnar mældur?
   a. Hvers vegna var notast við þá mælingaraðferð?
   b. Er sú mæling almenna aðferðin við árangursmælingar?
   c. Hvernig voru niðurstöðurnar?
7. Hver var aðal markhópurinn sem var verið að reyna að ná til með herferðinni?
8. Hvernig þróaðist herferðin / Voruð þið oft að endurbæta herferðina?
9. Fenguð þið svörun við herferðinni um leið og hún fór af stað?
   a. Munur á herferðum á samfélagsmiðlum og almennt?
10. Hvernig telur þú komu samfélagsmiðla hafa breytt markaðssetningu ykkar almennt?
    a. Á góðan eða slæman hátt?
11. Eruð þið að notast við samfélagsmiðla í öðrum herferðum ykkar og almennri markaðssetningu?
    a. Hverja þá?
12. Hvaða lærdóm dróguð þið af herferðinni?
13. Hvað eruð þið að gera til að vera tilbúin til að bregðast við tækninýjungum framtíðarinnar?
14. Er einhver nýr miðill sem þið sjáið fyrir ykkur að notast við í markaðssetningu í nálægðri framtíð?

7.2 Appendix 2

The list of questions for Domino's

1. Á hvaða miðil einblínir Domino's helst á í markaðssetningu sinni?
   a. Ef marga, hvernig nýtið þið samspil þessara miðla?
2. Á hverju byggðist sú ákvörðun að notast við þessa miðla?
3. Hverja telur þú kostina vera við notkun miðilanna?
   a. Hvers vegna?
4. Hverja telur þú gallana vera?
   a. Hvers vegna?
5. Af hverju hættu þið á snapchat?
6. Hefur koma appsins breytt miklu í markaðssetningu ykkar?
7. Hvernig mælið þið árangur herferða á samfélagsmiðlum?
   a. Hvers vegna er notast við þá mælingaraðferð?
   b. Er sú mæling almenna aðferðin við árangursmælingar?
   c. Hvernig hafa niðurstöðurnar verið?
8. Þegar ákveðið er hvaða miðil á að nota, skiptir markhópurinn þá miklu máli?
   a. Er ákveðinn markhópur fyrir ákveðinn miðil?
9. Eftir að þið hefjið herferðir á samfélagsmiðlum eru þið oft að endurbæta herferðirnar?
10. Fáið þið svörun um leið frá herferðum á samfélagsmiðlum?
    a. Munur á herferðum á samfélagsmiðlum og almennt?
11. Hvernig telur þú komu samfélagsmiðla hafa breytt markaðssetningu ykkar almennt?
    a. Á góðan eða slæman hátt?
12. Hvaða lærdóm hafið þið dregið af notkun samfélagsmiðla í markaðssetningu?
13. Er einhver ein herferð á samfélagsmiðlum sem hefur náð sem mestum árangri?
    a. Ef svo er, hvað telur þú hafa ýtt undir árangur hennar?
14. Þar sem þið tilheyrið erlendri keðju, eru ákveðnar takmarkanir eða reglur sem þið þurfið að fylgja í markaðssetningu?
15. Hvað eru þið að gera til að vera tilbúin til að bregðast við tækninýjungum framtíðarinnar?
16. Er einhver nýr miðill sem þið sjáið fyrir ykkur að notast við í markaðssetningu í nálægðri framtíð?