



MARCA'17 SOCIAL MEDIA CAMPAIGN

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Subject;

E-Commerce

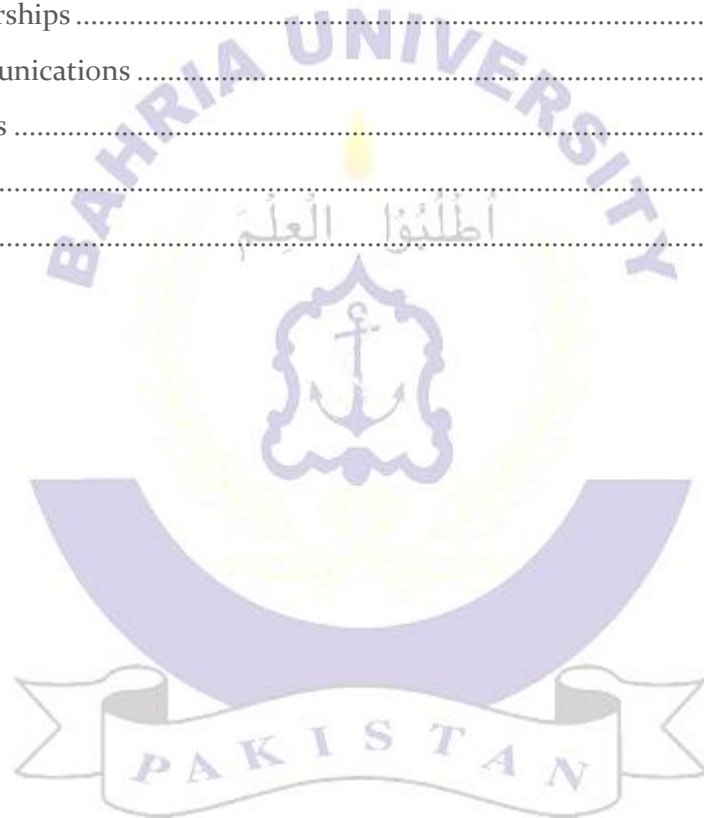
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Bahria University Islamabad

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I. Introduction

Introduction to MARCA'17

Marca2k17 is an official #tag & brand name of our project which was held in Bahria University Islamabad on 9th-10th May. There were three Mega events organized by the respective Marketing Clusters of Management Sciences. Events include “Open House”, “Ad Bana” and “Alif Idea”. All three events showcased some of the most brilliant projects from Bahria University. All the students availed this opportunity to show their talent & got aware with the creative ideas presented in this Mega Event.

- **Open House:**
Bahria University host Open House 2017, which gave opportunity to final year students from Departments of Engineering, Management and Computer Sciences which displayed their final year projects. Open House showcased some of the most brilliant projects from Bahria University. Renowned companies from the national and multi-national sector visited Open House as a part of university's ongoing Academics-Industry collaboration.
- **Ad Bana:**
Bahria University host Ad-competition in which various final year projects based on capturing environmental recognition of any problem or cause presented. This was the opportunity for all the people to brainstorm their mindset with latest trends of ad market in Pakistan. Students also gave their feedback to the best ad and promote it themselves.
- **Sales Gala:**
Sales Gala was an event related to the sales management which let all the students generated their own ideas to sell their products. It was a platform to convert trial customer to a loyal customer by providing benefits to the target audience. All the projects were based on great ideas & success which boosted up their brand awareness and image in the consumer mind. Moreover, huge sales made on the spot with the trial customer.

The ceremony was concluded with the Awards presentation for the top 3 projects in each department & an event.

Our E-commerce project is based on managing social campaign that we successfully managed to let people aware with this mega event. We used multiple social tools to promote this mega event. Also we generated content for the event to increase the engagement of people on our page. The content on our page was not copyrighted and all the information, pictures, video, designing and logos are generated to provide best and unique content from others. Also we considered Live streaming of all the events on 9th-10th May. Apart from that there were some other theoretical tactics and strategies played an important role for the successful results of our social campaign.

The Social media tools we used are following :-

- Facebook
- Instagram
- Twitter
- Snap Chat



II. E-marketing

E-marketing

Be closer to customers to understand them better and to maintain a dialogue with them, adding value to products, widening distribution channels and boosting sales through running e-marketing campaigns using digital media channels such as search marketing, online advertising and affiliate marketing.

TACTICS & STRATEGIES USED IN MARCA'17

Type of Online Presence

Social Network Community sites: Public interactions between different consumers using social media tools like Facebook.

Right Touching

We used the concept of right touching in our project as we managed the campaign on different social media tools to the following aspects:

- Delivers the Right Message
- Featuring the Right Value Proposition (product, service or experience)
- With the Right Tone
- At the Right Time
- Using the Right Media/Communications channels
- To achieve right balance of value between both parties

Affiliation

We turn customers into sales person by inviting them to like/follow & share our official accounts and get affiliated with the event. Affiliation in terms of entry on these events to get yourself exposure.

Online Promotion

Online promotion is continuing to grow in importance and gaining an increasing share of marketer's budgets and efforts.

A text message that changes behavior immediately.

Key words/#tags that attract more enquiries.

Contextual banners

Videos/Ads



III. E-MODELS

Social Media Models

The basic purpose was to engage students as a customers to the MARCA 2017 and aware them about the activities happening around the event .there were total of 4 events that were Ad Bana, sales gala by marketing 7th semester students, open house for the final project of 8th semester students, Alif idea, some of initiative ideas presented by 6th semester students and that were being appreciated by the top faculty of management science Bahria university.

The main sources to engage students through instagram, snapchat, live face book streaming that will help all the students of universities and those who already liked the MARCA event pages in facebook and followed it on instagram were fully being engaged them in online platform too.

On the official page of MARCA2017there were 436 likes, followers on the page were about 443 and rating of the event was counted as 5 star event. On facebook when the event was streaming live, the number of views was 480.the number of total posts on the page 20 collectively including more than 30 likes on each post.

Besides this another page of MARCA 2017 was also being run by some students in which there were 266 likes has been counted and the number of followers on that page were 268.this page was mostly streaming activities by covering all the ceremonies.

ATTRIBUTION MODEL

Related to e commerce subject, the model fit here is attribution model which is about the visitors who visit your page /profile/site. Some came in the official MARCA page directly through facebook or some came through instagram .if a student for example didn't liked the official page of MARCA 2017 but like other pages of Bahria than he /she might aware of the event through those sites or it could be said that they came from the other channel, this behavior is called as **last click wins**.

COMMUNICATION MODEL

Communication model also can be fit I this event as the Bahria university other pages acted like the affiliated marketing of the event.

LOYALTY MODEL

The loyalty model also fit in the event. The loyalty model depicts One-to-one relationships with the customer to the web. The loyalty model focused on customer identification,

customer differentiation, customer interaction, customer communication. The students as customers identified what the event is about and which department is running it and what events are being practiced by student, they identify all their required answers in the online updated page of MARCA 2017 event through facebook, insta and snapchat. The event was differentiated in the page by sales gala, Ad Bana, open house and Alif idea. Interested students go with their interest of event and find information regarding that. Customer interaction was definitely easy by direct comments below the live streaming and the pictures of the event.



IV. E-CUSTOMERS

Customer Information Processing Model (CIPM)

The customer here is basically are the students of Bahria university so customer information processing model also worked. The 5 stages of information process include

- exposure
- attention
- comprehension and perception
- Yielding and acceptance, retention.

The MARCA event on the websites like facebook pages ,instagram and snapchat gives so much exposure to students who were watching the live event or watching the snaps or likening the vides and photos on the pages of the event. This also grabs the attention of those student who were not present in the university at that time ,the perception was clear to many as it was the initiative of the management sciences students and the event is accepted on social media by passing comments and liking the pages and followed the event on instagram and snapchat. Those students were not the part of the management sciences like electrical and engineering department gain retention by recalling their past experience when they used to be engaged in their events arranged by their respective departments like the event named as IEEE (C-CODE) by engineering students. The involvement of students is found much interested in the online platform. Some students prefer to browse online and then attend the event while others prefer to test, browse and then attended the traditional event.

It is obvious that students were the e customers of the online pages of MARCA event .they were basically engaged on the both offline and online platforms .they both involved in the offline and online ongoing activities of the event. The interaction of students to students was found mostly offline than online but the influence was much higher in the online platform.

THE ONLINE BUYING PROCESS

when relate to the event is that it gives awareness to the students both through online and offline activities of the event, the decision of student to attend the event when they watched the activities of the event on the social sites, they went for purchase in the sales gala and also support the event by asking FAQ's in the comments .and finally rewards given to the student who participated in the event was completely steam in the official page of MARCA 2017.

V. SOCIAL MEDIA MARKETING

Social Media

Social media is the term commonly given to Internet and mobile-based channels and tools that allow users to interact with each other and share opinions and content. As the name implies, social media involves the building of communities or networks and encouraging participation and engagement.

Social media marketing has to be focused on using these media to help achieve your marketing objectives – both protecting and expanding your brand: ‘Monitoring and facilitating customer– customer interaction, participation and sharing through digital media to encourage positive engagement with a company and its brands leading to commercial value. Interactions may occur on a company site, social networks and other third-party sites

SOCIAL MEDIA MARKETING RADAR

Social Networks

The core social platforms where people interact through social networks are Facebook for consumer audiences, LinkedIn for business audiences, and Twitter

Social Search

Search engines are becoming more social with the ability to tag, comment on results and, most recently, vote for them through Google accounts

Social Customer Service

Sites like Get Satisfaction (www.getsatisfaction.com) as well as companies’ own customer-support forums are increasingly important for responding to customer complaints

Social media marketing is based on how we can use consumer-to-consumer (C2C) interactions to increase awareness of our brand while minimizing negative mentions. Social media marketing has the potential to transform businesses to make them more customer-centric, but major transformation requires senior managers to lead, through defining the vision and supporting it through sufficient resources and the organizational changes needed.

CREATE STRATEGY AND PLAN TO MANAGE SOCIAL MEDIA

We reviewed these social media marketing activities which together will form your strategy for social media marketing:

- 1 Listen and manage reputation
- 2 Transform the brand through social media
- 3 Approaches to acquire new customers
- 4 Approaches to increase sales to existing customers
- 5 Approaches to deliver customer service
- 6 How to harness insights to develop the brand using social media optimization (SMO)

After you have reviewed your options for social media marketing, it's time to select the most important and summarize them. This is at the heart of your social media marketing.

Customer communities

currently, there are relatively few tools in this category. The two primary tools in this area are User Voice (www.uservoice.com) and User Echo (www.userecho.com) because they are based on crowd sourced ideas and feedback, which is different to Kampala and the like which are much more 'score our business'-oriented These tools operate solely in the structured research area, but complement other listening tools.

Social listening is valuable not only to find negative mentions which may need to be responded to, but for finding potential influencers or media partners with whom you can work to 'spread your word'. There are many different types of tools for social media monitoring. The more expensive tools have features to enable filtering and follow-up on mentions

Define approaches for the core social media platforms

Success in engaging an audience on each social network is similar; it involves finding the best range of content and frequency for each network. The audience for each network is different, so different content should be used to reflect this. Don't forget to respond to comments in your stream when relevant and don't over-automate – you need human comments to keep it human

SOCIAL MEDIA OPTIMIZATION (SMO)

Social media optimization (SMO) is a structured approach to increasing engagement and sharing within social media marketing. It involves testing different content, messages and frequency with a view to increasing leads and sales generated through social media marketing.

VI. SITE DESIGNING

Introduction to site design

A good site should always begin with the user. Understand who the customer is, how they use the channel to shop, and understand how the marketplace works in that category. This includes understanding who your competitors are and how they operate online. You need continuous research, feedback and usability testing to continue to monitor and evolve the customer experience online. Customers want convenience and ease of ordering. They want a site that is quick to download, well-structured and easy to navigate

Well-designed sites have clear objectives. The 5Ss can help you to choose objectives. Asking 'How can my web site help my customers?' also helps. But remember, the highest priority marketing objectives or purpose should determine the web site design. Well-designed sites have regularly updated, quality, content. Both content and context are 'king'. Good sites are also designed for usability and accessibility, but remember the principle of persuasion.

Integrated design

Web activities on their own won't work. Isolated web sites are ineffectual. They need to be integrated at several different levels:

COMMUNICATIONS – consistent communications whether online or offline

BUYING MODES – marketers must facilitate customer transitions between online and offline information sources during the buying process

DATABASES – databases must be integrated to achieve a consistent view of the customer in order to build long-term relationships.

Online value proposition

In addition to good content, regular updates, ease of use and downloads, good sites need to have clear and strong online value propositions. OVPs require a lot of thought and refining. The hard work is rewarded, as a good OVP distinguishes your site and also, simultaneously, helps to focus the marketing effort and the customer's mind.

Content strategy and copywriting

The management of text, rich media, audio and video content aimed at engaging customers and prospects to meet business goals published through print and digital media including web and mobile platforms which is repurposed and syndicated to different forms of web presence such as publisher sites, blogs, social media and comparison sites

Navigation and structure

Navigation and structure can in themselves satisfy or dissatisfy customers. You need a strong information architecture. Well-thought-through navigation options are needed to promote flow experiences. Keep the page layout simple, consistent and clearly signposted, and you're on your way to success.

Interaction

Appropriate interactions add satisfaction, value and flow to the web site. They help customers to learn about features and benefits, choose products and enjoy better after-sales service. It's worth considering.

Mobile site design

Develop a usable mobile experience, considering the relevance of apps.

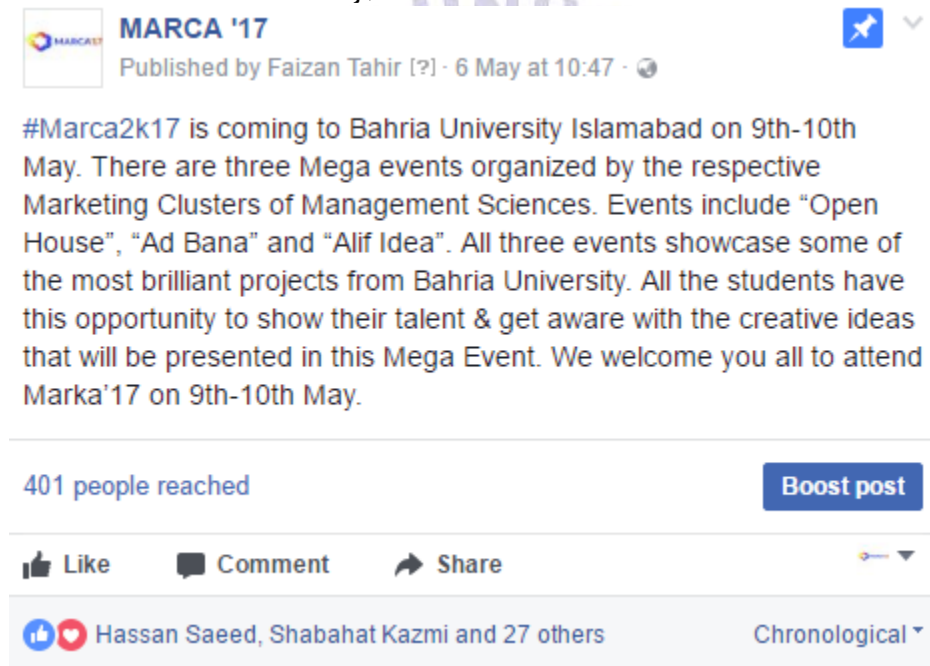
For us site performance and speed of development were crucial. So many of the decisions we made were designed to make both of these as fast as possible. As part of our focus on performance, we also had a philosophy of 'just what's necessary'. This meant [that] sending things to devices (and people) that didn't actually need them made us squeamish. We liked to optimize. With a dual template system we felt we had more optimization of: source order, media, URL structure, and application design

VII. TRAFFIC BUILDING

Intro to traffic building

- **Targets**

Our goals were clear and provided in the descriptions of social network tools clearly. The specific objectives were mentioned, as to spread awareness of the mega event #MARCA'17 in Bahria University Islamabad. Our main targets were university students and business organizations of Islamabad and Rawalpindi. Its shown in Facebook Story;



I. **Techniques**

We combined social networking tools with traditional offline communication techniques to promote our event and encourage visitors.

We use **word of mouth** communication tool with our friends and relatives during event and before starting of it, and inform them that we are running a campaign in our university and you can visit us to the following social tools.

II. **Timing**

We also focus on timing of running the campaign, start it before 1 week of the event and raise the posts, shares, videos.

E-MARKETING INSIGHTS

There are following insights received from Facebook Page, Twitter and Instagram.

Twitter

How to Design a Social | X | How to Set Up and Run | X | MARCA '17 | X | Marca'17.BUIC (@marca_ X

Secure | https://twitter.com/marca_17

Home | Notifications | Messages | Search Twitter | Tweet

Open House

Idea

Sales Gala

MARCA'17

TWEETS 32 | FOLLOWING 1 | FOLLOWERS 10 | LIKES 3 | MOMENTS 0

Marca'17.BUIC
@marca_17

Marca'17 Include "Open House", "Ad Bana" and "Alif Idea". All three events showcase some of the most brilliant projects from Bahria University on 9th-10th May.

Tweets | Tweets & replies | Media

Pinned Tweet
Marca'17.BUIC @marca_17 · May 5
We welcome you all to attend Marka'17 arranged by Bahria University Islamabad. This is going to be a Mega Event on 9th-10th May.

Who to follow · Refresh · View all

Alahad Group Network ...
Follow

Planning Commission @...
Follow
Go to PC settings to activate Windows.

Find friends

2:50 PM 5/12/2017

Facebook

Page | Messages | Notifications 38 | **Insights** | Publishing Tools | Settings | Help

Overview

Promotions

Likes

Reach

Page views

Actions on Page

Posts

Events

Videos

People

Messages

Page summary Last 7 days + | Export Data

Results from 5 May 2017 – 11 May 2017 | Organic | Paid

Actions on Page 4 May – 10 May 4 Total actions on Page ▲100%	Page Views 4 May – 10 May 503 Total Page views ▲100%	Page Likes 4 May – 10 May 263 Page likes ▲100%
Reach 4 May – 10 May 2,847 People reached ▲100%	Post engagements 4 May – 10 May 8,427 Post engagement ▲842,600%	Videos 4 May – 10 May 1,295 Total video views ▲100%

Your 5 Most Recent Posts

Chat (20)

Your 5 Most Recent Posts

Reach: Organic/Paid Post Clicks Reactions, comments & shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
10/05/2017 21:57	OPEN HOUSE CLOSING CEREMONY #MARCA2K17	Video	Global	220	25 6	Boost post
10/05/2017 20:48	So with today, Marca officially ends. The two day event was a suc	Text	Global	122	2 7	Boost post
10/05/2017 20:24	#marca2k17 DAY 2	Image	Global	457	596 8	Boost post
10/05/2017 17:25	Closing and price distribution ceremony	Video	Global	176	36 12	Boost post
10/05/2017 16:18	MARCA '17 was live.	Image	Global	556	147 44	Boost post

See All Posts

Your Fans People Reached People Engaged

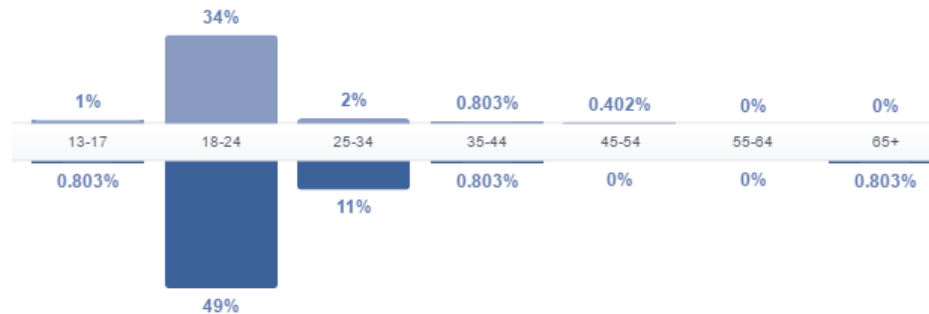
The people who like your Page

Women

38%
Your Fans

Men

62%
Your Fans



INSTAGRAM



17

posts

56

followers

1

following

Following



Marca 2017 (Bahria University)

Bahria University Islamabad presents

@marca2k17 .Experience the competition like you've never had before.

www.facebook.com/Marca17.buic/

Followed by mazharhoceyn, amna.andrabi, sabasaleem6 + 7 more



Digital Communication Mix for Traffic Building

SEARCH MARKETING

Most of the visitors visit our page, Instagram and twitter by direct referrals, some use cross channel campaigns like we use affiliate marketing by sharing their saving beats page at our platform and vice versa. And a good number of visitors come by tagging peoples who participate in the event. We also use hashtags to get more traffic at our platforms. Search engine optimization (SEO) is also used well in our campaign. No use of pay per click and use hashtags as key phrase marketing tool.

ONLINE PR

We use campaign buzz for attracting visitors, as use of live videos, attractive and funny video postings, use of colorful banners etc. create a special event of Open House Competition to engage more visitors.

Event insights are given below;



ONLINE PARTNERSHIPS

Connect all the social media platforms like Twitter, Instagram and Facebook page to get more engagement and post reach. Use of affiliate marketing;

MARCA '17 shared **Saving Beats's** post.
Published by Alishba Nawaz Kayani [?] · 8 May at 14:39 · 🌐

A really great initiative taken by a very talented group. Head on over to [#Marca2k17](#) to witness how the power of words can impact a person's life.

⚙️ Provide translation into Hindi

Saving Beats
7 May at 16:53 · 🌐

I still remember that day when I thought of this idea, to provide psychological services to the people at their homes and it was not easy for me when every seco...

[See more](#)

OFFLINE COMMUNICATIONS

Use offline communications by informing this campaign to our friends, relative and student circle of Islamabad and Rawalpindi.

INTERACTIVE ADS

Use funny videos with vibrant music and upload attractive banners and motivational posts. We were having a lot of information about MARCA'17, like information about all projects, stalls and events to be presented, more than 300 pictures and about 30 videos event related, but we didn't put all the information in the social media campaign platforms, we just share the data which was according to trends, human behavior and interactions in online virtual world, by the help of dynamic customer strategy (DCS) approach. e.g use of FUNNY LASSI BAR VIDEO.

OPT-IN EMAIL

No use of email.



Bibliography

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<https://www.facebook.com/events/293165034461803/>

https://twitter.com/marca_17

