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Case study on analysis of ROPO factors in marketing mix strategy
(online and offline)

Final Master's Project

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Acknowledgments

For...

- * The first one who taught me how to talk and how to take my first steps, the Source of love in my life “my love” **Mum**.

- * Who taught me that science is the most important thing we gain in our life, the Sun of my life and “my everything” **Dad**.

- * The stars that light my life and give me warmth and happiness my brothers, and I will not forget my friends who were the source of support and strength to me, thank you for being in my life.

For all who's love me and loved seeing me achieved this success.

Finally, to my beloved Libya

Preface

Through a case study, we will analyze the digital marketing strategy of "Bonita Ltd", a startup or recently created company in Libya, to find out and examine their results, particularly in social networks.

The methodology involves the measurement and comparison of the results of the actions carried out in social networks, in order to know the interest of social users in this brand, and which are the most powerful factors that influence the audience of the same and its products, as well as the impact of the created content and other digital marketing practices to attract a greater number of clients. This impact analysis will be made through the study of the evolution of the metrics and the results of positioning in search engines and social networks for tags and keywords that are taken as reference objectives.

Through this thesis, the aim is to emphasize the need for entrepreneurs and emerging companies to implement a digital marketing strategy in their Business Plan, in this case, in a business environment such as retail and in a country Mediterranean, as is Libya, during a particularly troubled period of its history.

Marwa



Abstract

The Internet is one of the best inventions made to serve the people to access information through this network. This has become easy and fast, but in turn, this invention has a direct impact on the people, sometimes is positive on the one hand on scientifically, culturally and socially, but on the other hand, it can also be negative. The internet network is a world full of valuable information that benefits people from.

Due to the rapid development in the area of digital marketing, through publishing and blogging over the social platforms, where the digital world it's become an important part, of the details of our daily lives. E-marketing experts see that a small company can start marketing online with social media platforms, where some of these companies use Facebook business page, as their primary sale and marketing online channel, and to promote their brand awareness and develop customers engagement, this is what called social media marketing (SMM), companies profiles can differ highly in purpose and content in each platform, this that we will discuss in our case in this thesis.

There are many resources about SMM are available, that we can use it to research and apply to our businesses. The problem for a small company is that resources can be confusing, and time-consuming to know which a good marketing strategy is to apply to their project.

Social media optimization (SMO) represent the part of search engine optimization (SEO), which we seek to work on in the future by launching our website. We selected work in this field of digital marketing, because of its importance at present. To advance and support our small company which is still in the beginning months of its launch. Many people believe this subject is limited, regarding research and means of improvement, but the reality is quite different because SEO and SMO has no end, but it has a beginning, the beginning point is in your understanding and knowledge, what's the right tools and the good ways you need to develop your business.

Through this master thesis, we aim to conduct a case study and analyse the strategy of a small local commerce in Libya of the start-up company called Bonita.ltd to make known through digital world, by focusing on the factors and indicators of SMO over their channels and accounts on social networks. Also, we make it clear how is to be the effect of SMO factors to develop small business in Libya, dependent on results and concrete reports for our electronic activity, and how this activity effects on the proportion of purchases to the start-up company.

As we are in the age of speed and the rapid development in the digital world, in this science every day has something new, and we must always be aware of the developments in this field, if you want to be in a good level among competitors, and to maintain your audience who is always looking for renewal. We will analyse and discover the ways to increase the name of this company and products by digital marketing, through the social media networks, and we will explain tricks and ideas which we used for sale through these platforms, and to serve the company's activity and increase the spread and attract a larger number of permanent customers online to the physical store.



Keywords

Spanish Products; Search Engine Optimization; Google; Product; Website Design; SMO; Digital; Marketing; Online Shopping; Gift Shop; Bonita; Online and Offline Business; Social Media; Pinterest; Marketing; Social Media Optimization; Facebook; Facebook Business Pag; Instagram; Libyan Consumers; SEO; Libyan market; Purchasing Behavior; Twitter; Digital Analysis; SMO; Data Analysis; Marketing; Bonitaltd; Physical Store.

Table of Contents

- Acknowledgments
- Preface
- Abstract
- Keywords

Chapter 1

1. Online marketing (digital marketing)	2
1.1. SEO	4
1.1.1 What is SEO?	4
1.1.2 SERP	5
1.1.2.1 Public health of the website.....	5
1.1.2.2 Ease of use.....	5
1.1.2.3 Security.....	5
1.1.2.4 Social Activities	5
1.2. SMO.....	5
1.3. What is the relation between SMO and SEO?	6
1.4. Social media marketing	7
1.5. ROPO: Research online, purchase offline	7
1.6. Bonitaltd	9

Chapter 2

2.1 Main objective.....	12
2.2 Secondary objectives.....	12

Chapter 3

3.1 Physical marketing (offline)	15
3.2 Online marketing.....	17
3.2.1 Facebook	18
3.2.2 Instagram	18
3.2.3 Pinterest	19
3.2.4 Twitter	20
3.3 Building our website	21

Chapter 4

4.1 Check domain & social username availability across multiple networks	23
4.2. Choose your preferred platform for your target audience	24
4.3 Facebook	24
4. 3.1 Publication Characteristics	27
4. 3.1.1 The publication body	27
4. 3.1.2 Write postings touches the feelings of users	28
4. 3.1.3 Stay away from traditional style	28
4. 3.1.4 Pin post	28
4. 3.1.5 Publishing rate	28
4. 3.2 The posts with background colors	29
4. 3.3 Make a competition	30
4. 3.4 Publish Videos	31
4. 3.5 Make Sponsored Advertising	33
4. 3.5.1 Advertising objectives	33
4. 3.5.2 Audiences	34
4. 3.5.3 Ad format	35
4. 3.5.4 Placements	36
4. 3.6 The importance of Facebook reaction emojis	39
4. 3.7 Time of publication	40
4. 3.8 Polling	42
4. 3.9 Likes	44
4. 3.10 Facebook Messenger	45
4. 3.11 Facebook Hashtag	46
4.4 Instagram	48
4. 4.1 Link the account to Facebook	48
4. 4.2 Set up a business profile	48
4. 4.3 Content	49
4. 4.3.1 Description	49
4. 4.3.2 Photos	49
4. 4.3.3 Video	51
4. 4.3.4 Story	51
4. 4.3.5 Hashtags	52
4. 4.4 Audience	53

4. 4.5 Ads.....	54
4.5 Twitter.....	55
4.6 Google search results	57

Chapter 5

5.1 Technical online.....	61
5. 1.1 Publish photos.....	61
5. 1.2 Publishing rate	62
5. 1.3 Publish video	62
5. 1.4 Hashtags.....	62
5. 1.5 Ads.....	63
5. 1.6 Time of publication.....	66
5. 1.7 Messenger	66
5.2 Technical online	68
Conclusions.....	70
References.....	72

List of Tables

Chapter 4

Table 4.1.....	29
Table 4.2.....	32
Table 4.3.....	32
Table 4.4.....	39
Table 4.5.....	42
Table 4.6.....	44
Table 4.7.....	51
Table 4.8.....	52
Table 4.9.....	52
Table 4.10.....	54
Table 4.11.....	56

List of Figures

Chapter 1

Figure 1.1	3
------------------	---

Chapter 3

Figure 3.1	15
Figure 3.2	16
Figure 3.3	17
Figure 3.4	18
Figure 3.5	19
Figure 3.6	20
Figure 3.7	20
Figure 3.8	21

Chapter 4

Figure 4.1	23
Figure 4.2	24
Figure 4.3	25
Figure 4.4	26
Figure 4.5	27
Figure 4.6	29
Figure 4.7	30
Figure 4.8	33
Figure 4.9	35
Figure 4.10	35
Figure 4.11	36
Figure 4.12	38
Figure 4.13	38
Figure 4.14	39
Figure 4.15	40
Figure 4.16	41
Figure 4.17	43
Figure 4.18	43



Figure 4.19	44
Figure 4.20	45
Figure 4.21	46
Figure 4.22	47
Figure 4.23	47
Figure 4.24	48
Figure 4.25	49
Figure 4.26	49
Figure 4.27	50
Figure 4.28	50
Figure 4.29	51
Figure 4.30	53
Figure 4.31	53
Figure 4.32	54
Figure 4.33	55
Figure 4.34	55
Figure 4.35	56
Figure 4.36	57
Figure 4.37	57
Figure 4.38	58
Figure 4.39	58
Figure 4.40	59
Figure 4.41	59

Chapter 5

Figure 5.1	61
Figure 5.2	63
Figure 5.3	64
Figure 5.4	65
Figure 5.5	66
Figure 5.6	67
Figure 5.7	68
Figure 5.8	68
Figure 5.9	69
Figure 5.10	69

List of Abbreviation

SEO	Search Engine Optimization
SMO	Social Media Optimization
SMM	Social Media Marketing
OM	Online Marketing
GIF	Graphics Interchange Format
ADS	Advertising
DM	Digital Marketing
ROPO	Research online, purchase offline
SERP	Search Engine Result Page

Chapter 1

Chapter 1. ROPO Marketing

Commercial companies and economic institutions, like all areas that are directly dependent on the means of modern technology in the management of their business and service, where the time of traditional methods of management and communication internally and externally of companies has gone, in the light of the rapid development of the methods of technology, which provided solutions to the weaknesses and obstacles that have been influential in the of administrative and economic activities.

We have seen many of researches and studies that showed the difference between companies used technology and new technologies in the management of their activities and another one that they didn't use this development in their strategy of commercial management, according to this the owners of big companies and institutions realized that this aspect is very important for continuity and improvement of their management and promotion to the forefront in the modern trading environment.

The development has so many steps and one of the most important steps known as e-commerce and marketing, and it has different ways to increase the value of the company sales and services and gain the customer's loyalty through their products by satisfying the customers and make them the first beneficiaries from the company, the customer's loyalty grows as long as the company provides good services and good quality for them, we consider that as a great achievement to both sides especially for the company profit.

Of all what we talked and mentioned above, we should stop at the most important point to enter into this development that the companies started to use the internet and involved in the online world, so they changed their methods of marketing in the marketing business for their products and became created a direct way to communicate with the consumers, and this was the most important process and the main target in marketing business.

Due to the complexity of e-commerce, we have decided to select a particular part or aspect of e-marketing, it is the role of social networking sites in increasing the spread of small companies and increasing their sales, thus increasing their results through search engines.

In the past, companies relied on physical marketing. But after the scientific revolution which took place in the world of technology, specifically in commercial marketing that has become more modern, easier and faster in case if it's properly implemented.

E-marketing opened the field for direct communication, with the customer anywhere, in the world at any time. This is one of the achievements of digital technology in the field of marketing and electronic commerce. Through this thesis will look at the relation of Social media optimization (SMO) and how they relate to the result of search engine optimization (SEO).

1. Online marketing (digital marketing):

Most of big companies are focusing on traditional marketing to different segments of customers. Traditional marketing involves marketing brands to consumers, Without any direct interactions with customers. By contrast, small companies are using online marketing to engage interactively to individual customers. online Marketing or digital marketing (DM) enhances brand-customer engagement.



Customer-engagement by online marketing is not just about selling a brand to consumers, but it's to make our brand a meaningful part of consumer's conversations and their lives. In this type of marketing, Consumer is becoming more accommodating and more well-informed, because now they are judging the company or the brand based on other consumer's shared experiences on social media, such as a review, likes and comments, an emotional expression. In this type of marketing, Consumer is becoming more accommodating and well-informed. Because now they are judging the company or brand based on the expression of what consumers' share on social media, such as a review, likes, and comments or emotional expression.

Internet marketing has become important at present, as it outperforms the traditional marketing methods in many points and features several advantages, through which you can access the category that you want without losing your effort and owner in targeting people in general. Today can reach your consumers without having to listen to the radio or take to the streets to see billboards, by the smartphone they can see your ad easily.

“Much of this year's growth in internet users has been driven by more affordable smartphones and mobile data plans. More than 200 million people got their first mobile device in 2017, and two-thirds of the world's 7.6 billion inhabitants now have a mobile phone. More than half of the handsets in use today are 'smart' devices too, so it's increasingly easy for people to enjoy a rich internet experience wherever they are. The latest data from GlobalWebIndex shows that the average internet user now spends around 6 hours each day using internet-powered devices and services – that's roughly one-third of their waking lives. If we add this together for all 4 billion of the world's internet users, we'll spend a staggering 1 billion years online in 2018.” (KEMP, 2018)

Figure 1.1 show the report of key statistical indicators for the world's internet, mobile, and social media users :



Figure 1.1



where a lot of business owners see that they spend their money on traditional ads for a public audience, and maybe not all this audience interest in their products offer. So that's why we see them going to digital advertising why? because it's one of the biggest benefits of digital marketing is the ability to target the people most likely to be interested in your products.

For example, if you sell an electronic device, for example, your advertisement (ad) , will appear when the user searches for these specific things only and the advertisement will not appear when searching for other things, so you have I reached exactly the target category. Also, now through Social networking platforms, you can choose to show the ad only to women or teenagers or men whatever, you can specify the age range for women and other options to specifically allow access to the target group.

This is what are missing the traditional marketing methods, which are often addressed to all people without specifying categories target, but this is doesn't mean we will ignore the importance of traditional marketing, through radio, print, billboards and television ads, but because we realize that people now spend more time on their mobile phones, so we see that digital advertising nowadays more effective. On the other hand, we think that traditional methods of advertising may be the best way to reach the types of customers who don't use the internet or social media.

After what we've talked and mentioned above we can we can say that online marketing was the starting point of our project, this study came to emphasize the confirm of the importance of online marketing for any project, and to prove that is the main part of the fundamentals of success in the present, where we are surrounded by technology in all areas of our lives.

1.1 SEO:

1.1.1 What is SEO?

“Search engine optimization is the art and science of improving the visibility of a website or a web page in search engines via the (natural/unpaid/organic) or algorithmic, search result. SEO considers what people search for, the actual search terms or keywords typed into search engines, how search engines work, and which search engines are preferred by their target audience. There are no guarantees with SEO, but businesses cannot ignore the power of search engine marketing if they are going to effectively compete on the web” . (Mitchell, 2012)

Currently at the present SEO is the best and fastest marketing methods why!? for several reasons, the first and most important that it is a free and profitable way at the same time if applied correctly, It just requires focus, research and continuous follow-up of the site and the number of visits and the duration of the visit.

We can define SEO as a set of steps or electronic processes that each marketers and owners of large companies and institutions need to enter the world of marketing and electronic competition through the search engines, so this strategy combines two parts:

IT and marketing in innovative ways and keeping up with new technology nowadays, and we can simplify the meaning and the concept of SEO in a short sentence "How to make your website a friend of the search engine "



To stay in the top of the list of search results in the search engine is not as simple as some people think, the difficulty comes to reach the top then maintain and continue to stand at the same level, This is how SEO specialists works, they are studying the website and analyze it then identify the weaknesses to find a solution and also discover the strong points to promote it and reach advanced results in the search results page in google which called Search Engine Result Page (SERP).

1.1.2 SERP

Represents the area of competition for websites where it contains ten results showing us the title and description of the articles containing the keyword that the user searched for in the search engine, we can summarize the most important factors in the evaluation of websites on the search engines in the next point:

1.1.2.1 Public health of the website

It means the evaluation of the website in terms of efficiency in the design and loading speed and implementation, also the rate of performance.

1.1.2.2 Ease of use

It means to evaluate the efficiency of the website content in terms of ease to use for everyone, and how well the design matches with the topics which publishing through the website and the general idea of the company or brand.

1.1.2.3 Security

It is the most important aspect for the owners of the websites and blogs, where the search and detection of gaps that threaten the security and safety of the website, that can make the website penetrated or infected by the viruses of electronic piracy.

1.1.2.4 Social Activities

It means the evaluation of the website's through its activities on social network platforms and how much its contribution to spread it message by this network (And this factor which we will focus on in this thesis is the subject of our main study)

1.2 SMO

All social media networks have their own search engines optimization included it's like a branch of (SEO), called Social Media Optimization (SMO).

“Social media optimization — or SMO, as it is often called — is a marketing discipline that emphasizes a holistic approach to social media and website content management. Typically, SMO is used to drive traffic to a website or to raise awareness of a product, a promotion, or an event.” (Wiley, 2015)

At present, SMO is the best way to drive traffic to our website or to raise awareness of our brand in case of our study. Due to the Strong relationship to websites and search engine optimization. Social media optimization is a new concept in the world of digital marketing. We can also description SMO as the efforts to improve our website's, through social media effectiveness by using techniques such as content optimization and social sharing.



Your success and your presence among competitors on social media do not just depend on posting and sharing more photos and videos on your page. But it's depended of apply a strategy plan for our business through these platforms. and some of steps to manage these social media to development for our business. Among the important steps to apply the standards of SMO, awareness of the importance of the content in the evaluation of search engines for websites, so it is important in improving the results of your appearance on social media network also.

The power of social networking is such that the number of worldwide users is expected to reach some 3.02 billion monthly active social media users by 2021, around a third of Earth's entire population(statista,2019). That is one of the main reasons why the rate of spreading through social networks is faster, because people now using these platforms daily, this makes it easier to get a number of audiences more than access through the website because sometimes we only visit the websites for something we need and sometimes we don't have to re-visit this website again.

On average global internet users spend some 135 minutes per day surfing social networks according to the reports by social media analysis experts(statista,2019), so we can use that time to promote our products and services via social media platforms or social advertising. social media can be one of the greatest ways for improving your site's organic search results if we properly utilized.

Through all of the above it become clear that if you don't have a strong base on social media you are losing a lot of customers out on organically generated traffic over social networks, while you can invest this source for the success of your life project if you understand all the methods and rules followed correctly and take advantage of the tips and studies carried out by the experts of electronic marketing in all fields.

1.3 What is the relation between SMO and SEO?

There is a lot of debate about this topic, all opinions agree on social media can improve your search engine ranking, how is that? the domain authority increases your website when your social media activities rate increases, this will improve search engine ranking of your pages.

“As social media rose in prominence, search engines began to look to the social channels for clues about which content was important. The search engines viewed social activity as an indicator of the relative value of the content that was being liked and shared. Think of likes and shares as votes; the search engines believed that if more people voted for article A than for Article B, Article A was more and more likely to rank above article B in the search results. This simplified analogy explains what is known in search engine circles as social signals significant”. (Wiley, 2015)

Also, we should know that Many consumers visit your social media profiles before going to your website to get a good impression on your brand before they make a purchase. We can say the relationship between SEO & SMO, both of them are sources for feed for our website, it was like a loop connected.

More visits to your social media profiles will promote your social media page ranking, we will get more organic traffic to our website, will increase the search engines interest in the content of the website, and increase the rate of its appearance on the search engine results page, but SMO it's more fast process way to get visitors and contact with them more easily, because all people in this time stay online through mobile and social media apps, so the brand will be spread faster and easily through SMO than SEO which it takes more time with organic ways.



1.4 Social media marketing:

“According to estimates, the number of worldwide social media users reached 3.5 billion in April 2019. The overall most popular social network based on active users is the American market leader Facebook. In spring 2019, Facebook had some 2.32 billion accounts, followed by YouTube and WhatsApp with 1.9 billion and 1.5 billion users respectively. The regions with the highest penetration of social media users are Eastern Asia and North America. In the United States, an estimated 244 million people used social media in 2018, a number forecast to exceed 257 million by 2023.” (Clement J. , 2019)

In general, small businesses use social media to reach their target to increase more visitors to their websites. according to the report we mentioned above from statista.com, 78% of small businesses saying they use social media to increase their website traffic.

Social Media platforms and websites are the new places for companies to promote their products and services. In Libya, there are small businesses at the beginning that was family's small businesses, those people started their projects from home, and today they are the owners of the largest companies in Libya.

We can say that in the last years, there was awareness and understanding of how the of digital marketing important through social media platforms in Libya. During our surveys on Libyan markets and prices, we found that using Social Media for marketing, was not exclusive to owners of known companies and stores. But It's used by all categories of society, especially Facebook, Instagram. Even a peddler, who sells traditional items now they are selling their products through Instagram and Facebook, that shows how important this technology influence the communities.

Social networking platforms reflect the culture of the society in each country, even the number of users is completely different from country to country, it depends on choosing the right platform to start marketing our business. This is one of the important factors in digital marketing this will help us to know the requirements of the community and create a marketing plan based on social structure.

This is what we try to explain in this thesis and through our study case, we will get to know what is the best platform of social networks that can bring benefits to Bonitaltd according to our store profiles, and how can use these social networks as marketing tools in our work plan.

1.5 ROPO: Research online, purchase offline

The ROPO it's the process where the consumer first does their research about a given product online before finally making a purchased physical. The success of your business does not stop when you gain Permanent customers for your physical store, but success is your extension to the digital world, and gain new consumers and achieve the same success in both areas.

In this thesis, we analyze the purchasing behavior of samples from the Libyan society, through social media platforms. We will highlight the way the purchase made via the company's profiles on social platforms such as Facebook and Instagram.

The role of social media platforms is not only for attracting and keep your customers. In the case of our study, we can say that most of the commercial projects in Libya now has become, interested



in the aspect of digital marketing, for their products or activities. Especially in the circumstances of wars and political conflict that the country is going through, which increased the proportion of use of social media in all areas.

Libyan citizens trying to find the most economical way in terms of time which would save them money and less effort. The majority is now dependent on E-shopping and direct communications through social media channels with store employees before going to the store to complete the purchase process, that's due to the difficulty of access and movement around the city or they want to know the prices and make a comparison with the prices of competitors before making a purchase decision, this process could be made from their homes and it is convenient for who are prefer online shopping over traditional shopping, once all the main information collected they will ahead to the physical store to make a purchase.

Rhiân Davies said in one of her research published in the lap.getapp.com website “Having both an online and offline presence is becoming more and more important for brands: Rather than shop via one channel only, 73 percent of customers prefer a multichannel approach to shopping. Because of this, retailers are focusing less on choosing between an eCommerce store and a physical retail store and are instead focusing on how to adjust the customer experience to suit both channels. We surveyed 250 consumers about their online and in-store buying habits and about what decisions they make during their purchase journeys. We found that customers are increasingly engaging in “research online, purchase offline” (ROPO) behaviour, i.e., looking up information about products online but completing their purchases in-store.” (Davies, 2018)

Also, we will do some questionnaires on sample of our clients in Libya to reach an approximate percentage of consumers who prefer to do online search and purchase later offline, and consumers who prefer to do research and purchase on internet, and how much this is reflected in sales in general.

“Based on a survey of 250 consumer respondents based in the US. The survey was carried out in June 2018 using online survey tools. Turns out that almost 29 percent of consumers prefer to research products online and buy them later in a physical store. Only 7.5 percent prefer the reverse—to research products in physical stores and buy them later online. Only 10.5 percent of consumers prefer to both research and buy products in physical stores, and most consumers still prefer online shopping Preferences aside, nearly 37 percent of consumers say they make fewer than 25 percent of their purchases by researching online and buying offline. For 50 percent of consumers, the ability to read reviews of products before making in-store purchases is the main factor contributing to their ROPO behaviour.” (Clement, Jul 30, 2018)

In online marketing, Libyan consumers prefer to look for other’s opinions on social media networks. Because Libyan social media consumers have the same mentality when it comes to shopping, social media has high ability to influence consumers behaviors, through the online channels if we use the benefits of this effect correctly we will get a better image to our company also it will make our products known better and redirect people to going to the store physically and encourage them to buy.

1.6 Bonitaltd

Years ago, during my visit to many European countries, I was impressed with the gift shops and brands, especially for the teenagers, who are always looking for gifts which suit for their budget and expenses as students of schools and universities. This type of stores is not popular in Libya, and from here I came up with the idea that I should go ahead with this project with the participation of members of my family as shareholders in the company.

In the beginning and that was the hardest part of this project, because I don't know anything about what I'm going through, so I started looking and searching, collecting data and information, this was like a full-time job and took a lot of time and hours of working just to know how and from where I will start.

All that was alongside with my experience that I've got from my studies and MUGI courses, that helped me a lot especially on how to work on search engines and digital marketing and information management. Therefore, I decided to harness all my theoretical studies and experience that I gained during my life in Spain.

Bonita is a limited company, established in Libya in 2018, It's a family business has been started in Libya and the idea was to open a small business for gifts, antiques, accessories, watches, etc. The idea was to import the products from Spain to Libya, it was simple as any small business, we started to introduce our business online and see if our product will get the interest and know if we can get a certain number of clients.

February 2019, we officially opened our first store in Tripoli, then our online activities expanded, so we created a page on Facebook and Instagram which includes our location and contact details about our store in Tripoli.

Family businesses which composed of family members get their strengths from people who have the same passion and thinking that builds a mutual trust between the members based on the family backgrounders so will keep the business going forward with full confidence.

After a three years of I living and study in Spain I was amazingly impressed by the Spanish market and the development that Spain going through in production and export fields, I couldn't believe the number of Spanish brands that I have seen, the brands was established originally in Spain and you can find it outside Spain such in Europe and Arab countries.

Recently in Libya, there was a great interest in Spanish products such as food clothing and tourist alongside Italian and Turkish products, for many years Libyan people were interested in Italy and turkey the most. Due to the cultural and geographical rapprochement between Libya and Spain which is generally reflected on Libyan consumers taste, from this point, we made agreements with many Spanish companies to get the right to buy and sell their products in our store in Tripoli and will become as Authorized seller to this company.

According to the political situation and war crisis that Libya going through, the economic and commercial situation made the business during this time harder, so it's not easy to import and export the products like before, this situation made the Libyan market full of unknown products and companies, so if we invest in known and trustworthy European products we may have a good place in the market.



The Arabic spring was like a new era and made a lot of changes and effected directly on most of the Arabian countries especially Libya before the war small businesses used to be a very successful project and used to make a good profit. During my research and study for my own business I found a high level of awareness and risk about any new business in Libya, and that risk was very obvious according to the financial system and currency exchanges which reached to the highest levels that never happened in Libya before, so there was the risk of opening a new business because the product will cost nearly the triple cost than it should be.

Chapter 2

Chapter 2. Objectives

2.1 Main objective

Analysis the strategy of a small local business in Libya to make known how through digital or online promotion a "physical" or offline business, as well as how development in the first months of life.

2.2 Secondary objectives

- Study the business context and the target audience of the case study.
- Analysis the growth process of a business Observe the contribution made by different online marketing techniques to the promotion of a physical business.
- Make comparisons of the results of digital marketing actions between different platform.
- Access through the analysis to know what the most important factors applied, succeeded in the marketing plan according to the environment and the culture of the target audience.

Chapter 3

Chapter 3. The case for Bonita Ltd

In this master thesis, we seek to analyze the status of the activity of start-up Libyan company, on the Internet and especially on social networking sites, to see the success of implementing SMO standards, within the strategy of e-marketing plan from the beginning.

The business plan of this project is to start over e-marketing through social media networks until to arrive at the stage of application on the reality and the opening of the company's store in Libya in the capital Tripoli, then working to activate the website through search engines as a future plan. Also, in this thesis, we will explain the most important points that have been taken into consideration when choosing an online marketing plan that helped us spread our brand and build a public base on the most popular social platforms.

Through this thesis, we will explain the most important reasons that helped us in the success of the marketing plan, such as studying the social environment of the target audience and access to the answer some questions such as:

- What is the Libyan customer looking for when purchasing the product?
- What is the possibility of the Libyan consumer to dependence on the use of online shopping to buy his needs?
- What are the possibilities available in Libya to implement the e-marketing plan?

For example, the type and speed of the Internet, the cost of Internet service, and other factors we set in the marketing plan as the basis for the application of the future SEO system to activate our website on search engines. Also, we will search for the Libyan market requirements, and what are the competing companies in this domain of business!

We used Facebook as the main interface platform and the second is Instagram, which we used in the search for results and to make some comparisons between the audience of each one. We used other platforms like Twitter, Pinterest and Snapchat But it was not the main focus of the action plan, and this is what we will explain later and talk about how to understand which the effect of the factors of SMO and how to choose the right platform according to the target audience and the country culture.

We are looking for the analyses of the social media networks results and want to compare these results with report sales before when the store was just online and after the opening online & offline.

We created at first our account store of BONITA online on Facebook and Instagram. We started the work of analyses in Dec 2018 when the store was just online. Then we continued analyzing from the beginning of February (after the opening) until July 2019 to compare the results.

We conducted a general study of the Libyan market in terms of changes in local currency prices linked to the security and political situation in Libya, and how its reflection on the process of import and sale, and the impact on the average general income of the Libyan consumer.

We will highlight the important role of the social media networks in allowing the observation of the activities of competitors through social platforms and benefiting from them to develop our projects.

Also, we seek to highlight the importance of content and image as an advertising material In this study case, and how it has become an important tool for influencing the electronic audience.

When we started planning to this project, we divided the marketing plan into a digital marketing(online)part which is the main part of the plan we adopted. In addition to physical marketing(offline)through posters, friends' recommendations, visitors and participation in social activities supporting small enterprises

3.1 physical marketing (offline)

In the part of physical marketing (offline), we designed this survey to get more data through our customers, about the store and his opinion of the prices and our products, how they arrived at the store, as we can see in figure 3.1:



Dear customer, We hope that our products have won your admiration and we will be more satisfied At your service, please register your observations:

How did you hear about us?
 Gender
 What is your age?

Friends
 Male
 Under 16

On the road
 Female
 17 - 25

Facebook
 26 - 35

Instagram
 36 - 49

Other.....
 Over 50

How likely are you to recommend us to a friend or colleague

1 2 3 4 5 6 7 8 9 10

Your opinion

	Excellent	Very good	Good	Bad	Very bad
Service Sellers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Decor and the view	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Items and products offered	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Figure 3.1

As is customary in any commercial activity, we designed a business card, containing a map of the store and phone numbers, as well as electronic addresses on social networking websites. the idea is giving each customer before leaving the store, this card to follow our accounts on the social networking platforms, and let them know that every update in the store will be announced first in these accounts online:



Figure 3.2

On the opening day of the store on 3 February 2019, we distributed special gifts for children and adults containing the company logo, this process continued for one week from the opening day, as part of the advertising offline. We wanted from this action know how impressed people were with our design of the logo because in the future we are looking to use it in products specially designed for our company.

Also for saving the name in their memory, that's because the name is Latino, we managed to draw the attention of people and make them doing search on the Internet to know the meaning of the store name, it was a kind of challenge Choosing a Latin name for the store in the country like

Libya don't have much background about the Spanish language and the most common is Arabic names or English, in figure 3.3 we show a sample of the gifts:



Figure 3.3

We participated in some of the events organized by big companies supporting emerging small businesses. Through these contributions, we have received invitations to participate in exhibitions of small projects that are held in Tripoli every year.

3.2 Online marketing

We had created accounts of the **Bonitaltd** company on the common platforms used in e-marketing globally and in Libya specifically, such as Facebook, Instagram, Twitter, and Pinterest. but this choice is depending on the country and the nature of society. We will explain the importance of selecting the platform according to the target society in the next chapters of study.

We focused on Facebook and Instagram to conduct our online marketing plan, we worked also on the other platforms but not much, because we already knew that the target audience is not very active on these platforms.

3.2.1 Facebook

“Facebook is a social networking service that was created by Harvard student Mark Zuckerberg in 2004. Initially designed as a networking tool for Harvard students, it quickly spread to other schools and was finally opened to the public in 2006. Facebook is now, by a very wide margin, the biggest social network worldwide. As of the fourth quarter of 2018, Facebook had more than 3.3 billion global monthly active users with a cumulative total of 2.7 billion users accessing any of the company's core products Facebook, WhatsApp, Instagram, and Messenger on a monthly basis. Facebook allows its users to create their own Facebook page, add friends and share personal updates and photos, ” (Clement J. , 2019) , we can say that our Facebook account is the main social network in the process of marketing and selling through the Internet, figure 3.4 presents Bonitaltd company on Facebook:

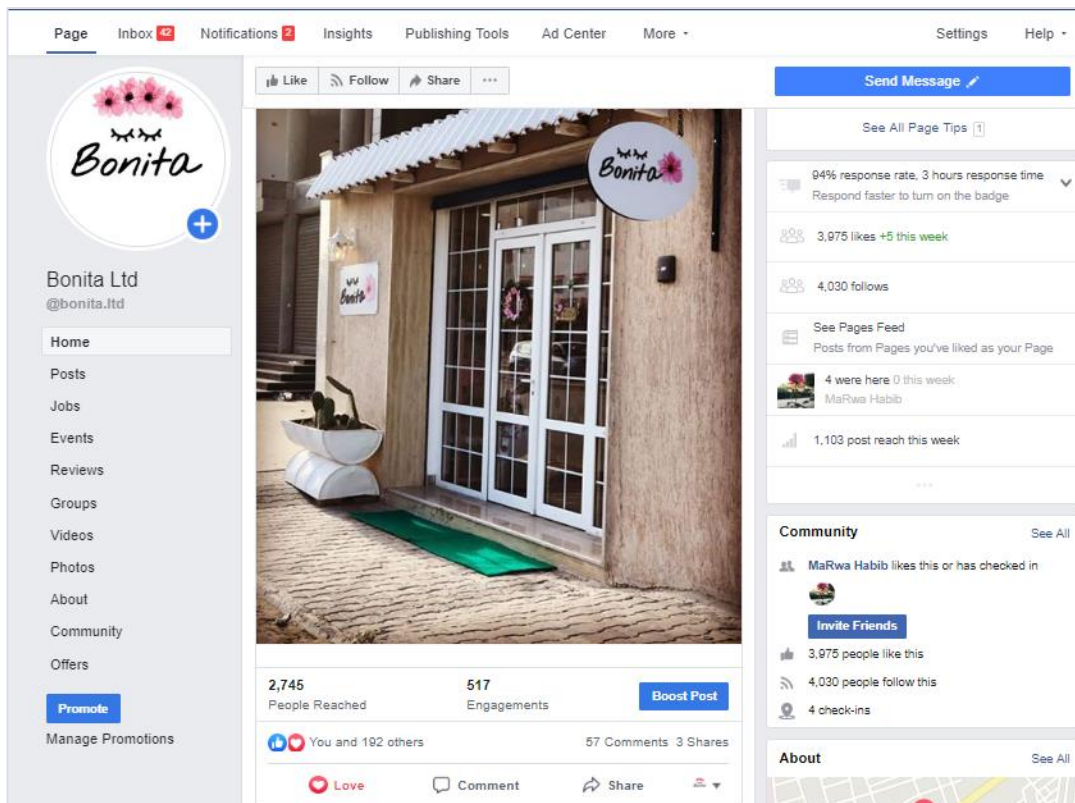


Figure 3.4

3.2.2 Instagram

“Instagram is a photo-sharing social networking app that enables users to take pictures and edit them with a selection of digital filters. Instagram also started to offer video sharing and Instagram Stories, a feature competing with Snapchat's Stories. The service was initially released as an iOS app but is now also available for other mobile systems as well as online. As of June 2018, the social network reported more than 1 billion monthly active users worldwide and the social media network's daily active users stood at 500 million. With over 120 million active Instagram users.” (Clement, 2019)

Instagram is the second most important social network in Libya used in marketing after Facebook. But Instagram services, don't give all the data that we were looking for in our analysis, that's why we looked for the best phone applications that analysis commercial accounts, and from these apps we chose iMetric, its app gives us analysis for the Hashtags, the interested Categories which the audience came through it access to our account. Figure 3.5 presents Bonitaltd company on Instagram:



Figure 3.5

3.2.3 Pinterest

“Social networking site Pinterest was the fastest site in history to reach 10 million unique monthly visitors and high user engagement metrics; a significant feat especially when considering that during much its initial launch and growth, the site was invitation-only. The social site’s strong user engagement with popular topics and themes such as fashion, home, garden and DIY and subsequently, relevant brands and influencers, forms the basis for its leading position in the area of social marketing and commerce. As of the fourth quarter of 2018, the platform’s user base amounted to 265 million monthly active Pinterest users worldwide. Pinterest also has a strong mobile presence, reaching approximately 31 percent of U.S. mobile audiences in 2018”. (Clement, 2019)



In Libya It's not on the same level of overall popularity as Facebook and Instagram, but we created an account on this network, but our activity is not much on it, figure 3.6 presents Bonitaltd company on Pinterest:

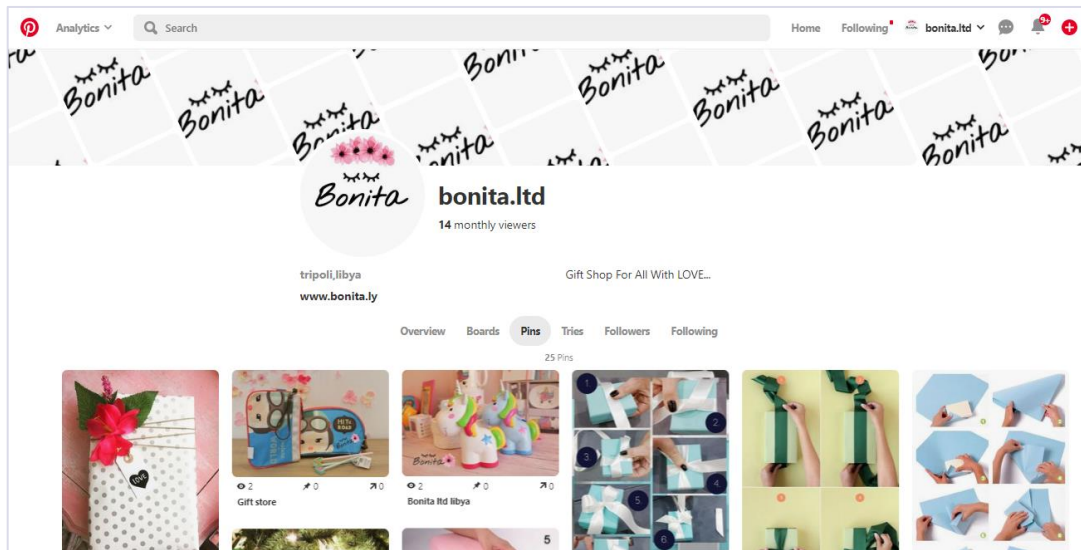


Figure 3.6

3.2.4 Twitter

“Twitter is a social networking and microblogging service, enabling registered users to read and post short messages called tweets. The first quarter of 2019, Twitter averaged 330 million monthly active users, twitter messages are limited to 280 characters and users are also able to upload photos or short videos. Tweets are posted to a publicly available profile or can be sent as direct messages to other users”. (Clement, 2019)

In the case of our study was not useful from the marketing side, but as a definition of the company and the store, we have activities on twitter but little, figure 3.7 presents Bonitaltd profile on twitter:



Figure 3.7

3.3 Building our website:

According to John I. Jerkovic , when he said “Start Building Your Reputation Early, even if you don’t have a site today, you can still help your future business by being a part of various Internet communities. You can start your own blog, contribute articles to authority sites in your niche, and become active in social media sites such as Facebook, Twitter, MySpace, and LinkedIn. When the appropriate time comes, expose your new business website across all of these channels that were cultivated over time. Granted, not everyone has the time to do this. In you fall into this category” . (Jerkovic, 2009)

That's why we worked on social media channels instead of work through the website.

We created the Bonitaltd website www.bonita.ly since we don't have the necessary lack of possibilities to activate our website now, we will explain later in the next chapters what are the methods used in selling through social media channels in Libya. And what the difficulty facing us in activating the website at present.

We designed the website interface, simple design, the idea was to link it to our Facebook account, so after six minutes the visitor is taken to our Facebook homepage, in addition to Facebook, we put the link on our account on Instagram also. In this way we seek to support the website with links to our accounts on social networking websites, the following figure 3.8 shows the Bonita website under construction:

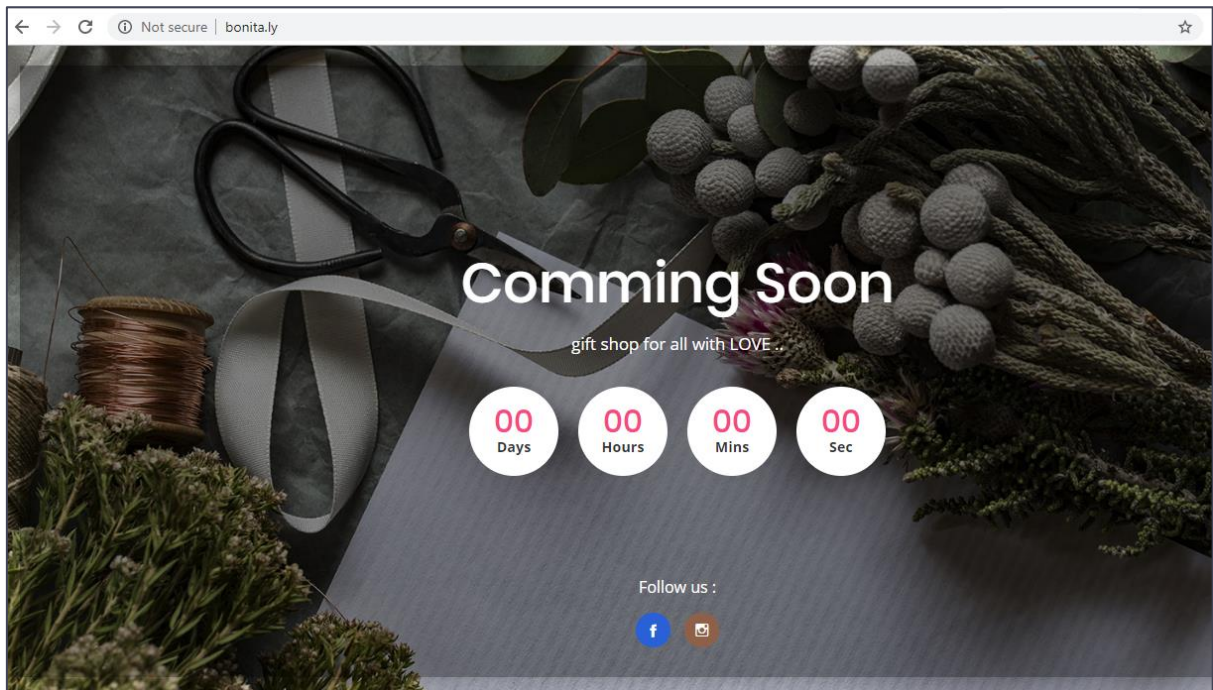


Figure 3.8

Chapter 4

Chapter 4. Marketing actions performance

4.1 Check domain & social username availability across multiple networks

Every social media platform has a way to work. For example, Facebook differs from Instagram or Twitter, it is an important understanding of how it works, advantages and services provided by each of these networks. and use an efficient way to Development of your business page.

It is very important, make sure to Introduce the company under one name, as much as possible in all the social media platforms that have been selected to start up a business. This step is very important in the process of establishing the brand's fanbase from the beginning. To make it easier for customers to do research and browsing, use the same name, it will have an impact on the browser's memory and customers.

This is an important point of the marketing strategy that we need to care about it from the beginning. Even if the platform is not currently active, it is important that reserved the username, that to avoid in the future have problems when you can't reserve a username on a whatever platform you want work on.

There are many websites, that offer a search service or query for the name and domain you want to book for you or your company like (Knowem.com, checkusernames.com, namechk.com, namecheckr.com). Figure 3.1 Show us how Namecheckr displays all sites and domains available with the name you entered to do search. The website shows us a group of the most famous social networks and on each network will show a sign if the name is available or not:

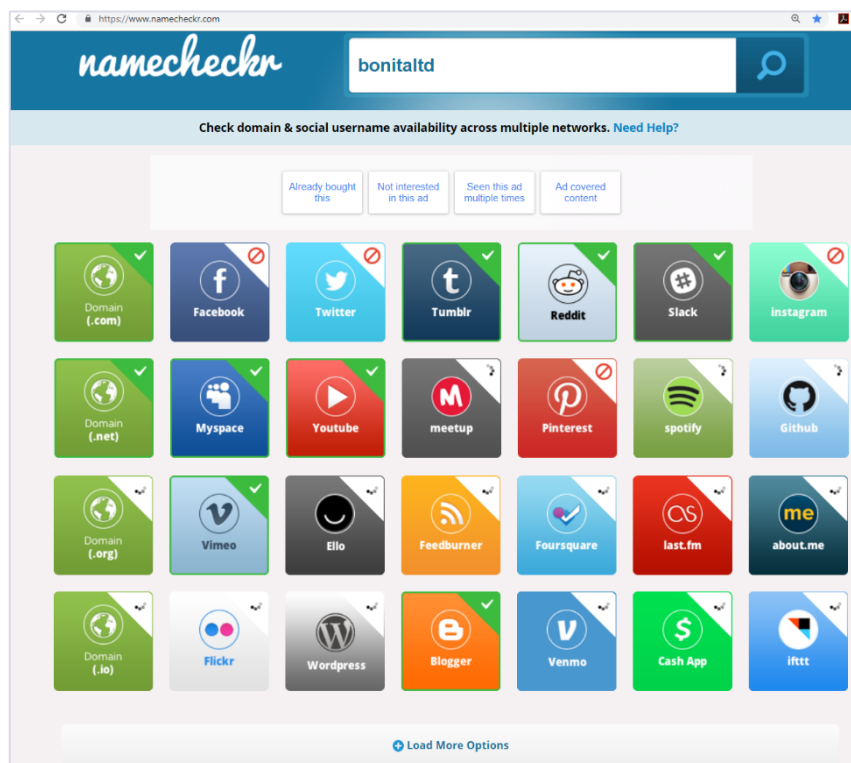


Figure 4.1

4.2 Choose your preferred platform for your target audience

As we have discussed in previous chapters, the selection of the right platform, for the online marketing of your project it is very important. This depends on the study of the behaviour and culture of the Libyan consumer who is targeted in this study.

The most commonly used websites in Libya are Facebook and Instagram, there is also the popularity of Snapchat and Twitter, recently increased its use, especially by bloggers in various fields. In figure 4.2 show reports of using social media platforms in Libya 2019, according to statcounter.com:

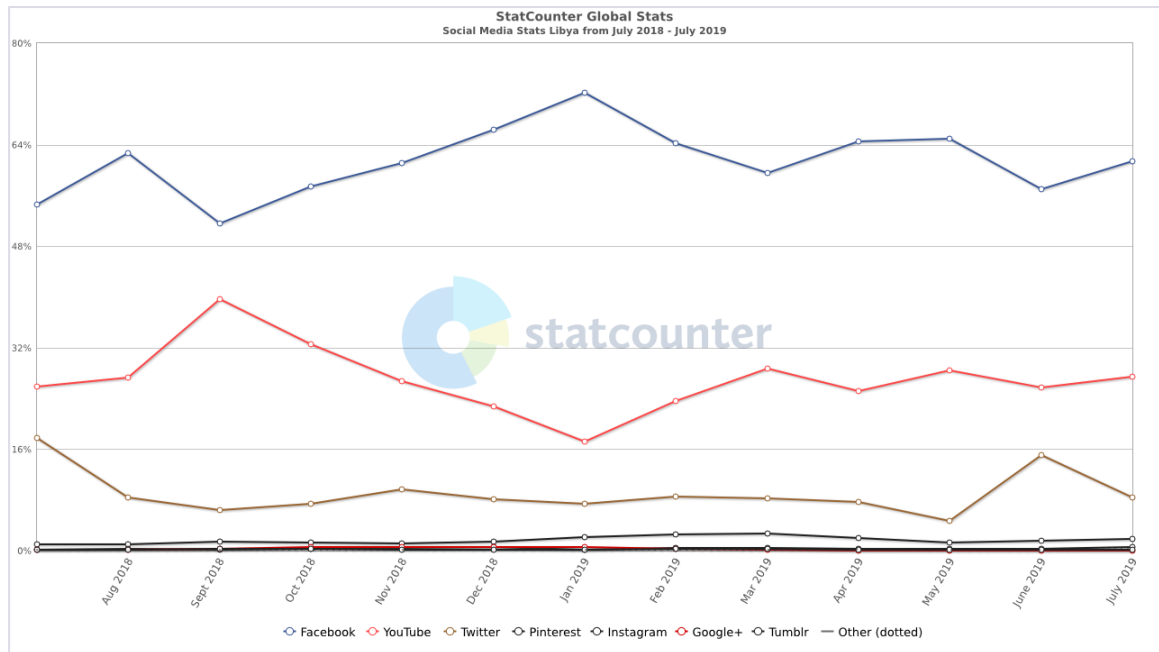


Figure 4.2

We note that Facebook is at the top of the results, and YouTube precedes Instagram, this is because this statistic shows the general use and not for business and marketing across these platforms.

4.3 Facebook

“Facebook is the leader of social networks and every business that wants to leverage marketing opportunities should have a Facebook Business Page. The proper use of a Facebook personal profile helps tremendously in personal branding of business professionals. In addition, Facebook advertising offers unlimited possibilities to reach more customers. Facebook allows users to create several types of videos; live streaming with collaboration option, 360-degree video experience, and real-time emotional expression. Facebook Messenger is a helpful chatting application that works together with Facebook. The application provides one-to-one, and one-to-many conversations with customers. Moreover, Messenger optimizes communication and interconnection between businesses and their customers. They can exchange text, video, audio messages, call, and files. Facebook is constantly updating Messenger to ensure that it will support the customer services of businesses”. (Rouhiainen, 2016)

The Facebook Business Page allows companies to create a business profile with their company name. We can say that Facebook Business Page is working like the traditional website home but here the difference is gaining the target consumers directly through the social network more ease.

The Facebook business page for owner Insights offers businesses the statistical information collected every week. This service helps owners look at the measurement of engagement performance for each type of content over the page, page Likes, comment, share engagement, and how many people viewed the video on our page. We will talk about it in more detail later. Figure 4.3 shows how the Facebook business page insights inform the owner about these values:

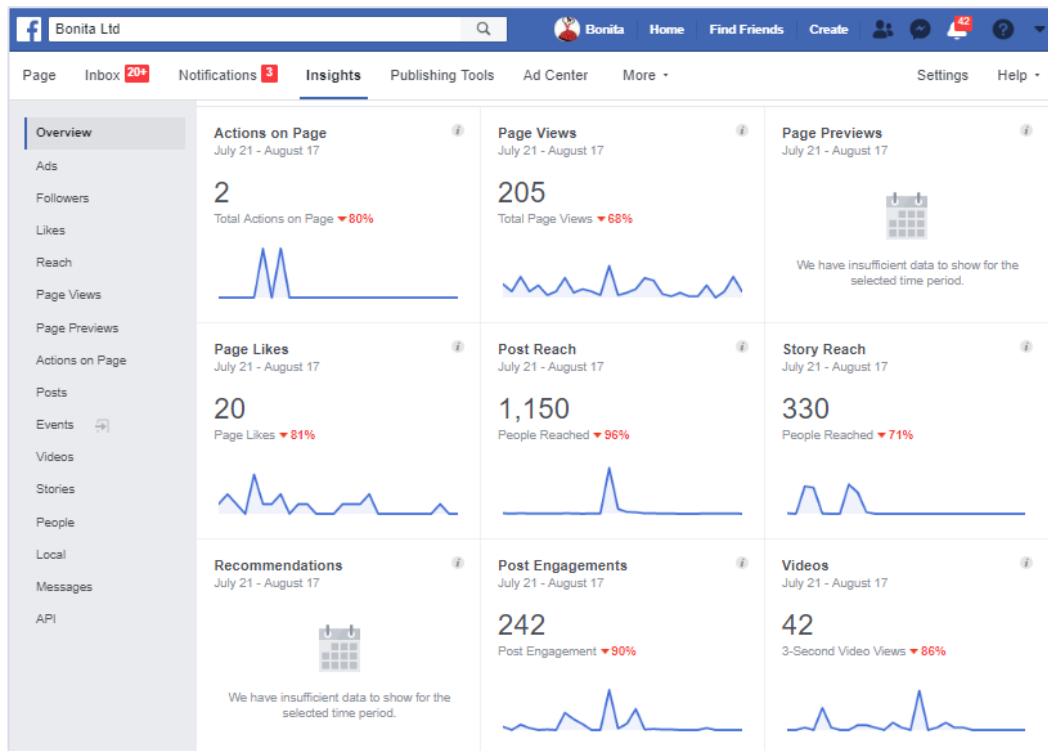


Figure 4.3

We have seen many famous commercial pages in Libya on Facebook. We tried to collect strengths and weaknesses point in the content of each page, to help us in the development of the strategic plan for our project. Rouhiainen, he explained in his book about the importance of this step before embarking on the implementation of our marketing plan. said about the strategic plan “only a few business owners actually spend the time analysing how other companies leverage Facebook marketing before implementing their own strategies. Visit Facebook Pages in your sector and analyse the following characteristics of their content:

- Written text:
 - What words are most used to start a Facebook post?
 - What kinds of calls to action do they use? Do they post short sentences or long paragraphs?
 - Do they use specific words or verbiage related to your sector?
 - Photos: Do they upload photos that are beautiful and well-edited?
 - Content: How often do they post?
 - Videos: What kinds of videos do they use?
 - Engagement: Which of their content has the most comments, likes, and shares?
 - Other observations?
- Technical



- Publish photos” (Rouhiainen, 2016)

The image of the product is the first thing the customer will consider to decide to buy the product or not, If he finds many high-quality images, it will catch his attention and made him complete the browsing on the website or Facebook page, so the increased the probability of purchase will be more. And through our study and analysis in the social media, we noticed at any post on Facebook includes a photo, you will find that its interaction is 80% more than any other post that does not contain photos and the same thing in other social platforms.

So we saw that the good technique to publishing via Facebook, is to focus on use photo with all post, we posted the first images of our products through Facebook on 2 of December, at the first period, the publishing was by a static post and story option which offers by Facebook, Instagram.

The plan was to publish the images of the products to find out the reactions about each new product to help us study the possibility of continuing to repeat the import of this product or not, and this is of course accompanied by sales reports of store In addition to the main objective of the definition of the store and the name of the company.

Through publication photos of the products of the store, we observed that the interaction on each one was different for a reason. In the figure 4.4 we will review a sample of the different results of the Facebook analysis, which includes more than one type of products on the same day:

Published	Post	Type	Targeting	Reach	Engagement	Promote
07/15/2019 12:16 PM	 الحاجة لما تشوفها في المحل بيائله حلوه بس النوني في التسبيح عند الاستخدام يزيدا	Image	Global	2.3K	923 196	Boost Post
07/05/2019 7:42 PM	 #bonitald	Image	Global	852	11 55	Boost Post
07/03/2019 1:47 PM	 مساء الخيرات طيكم جميعاً نيو نيلخوكم ان المحل مصغر اليوم وممكن يكرنا نفتحو امش	Image	Global	849	10 43	Boost Post
06/26/2019 10:59 PM	 يتجلى جمال الهدية بجمال من أهداها #bonitald #Libya #Tripoli	Image	Global	1K	48 67	Boost Post
06/24/2019 1:00 PM	 صباح الخير والتوفيق من رب العالمين مكان المحل : طرابلس شارع قرجي الرئيسي	Image	Global	591	38 21	Boost Post
06/22/2019 3:39 PM	 مساء الخير متكبين صفحتنا وزياتنا الإجزاء البضاعة الجديده قريباً حوصل وتكون	Image	Global	1K	54 54	Boost Post
06/20/2019 9:03 PM	 كاكروتو للتطبيق بالاضاه #Bonitald #gift #lifestyle	Image	Global	571	38 25	Boost Post
06/20/2019 12:19 PM	 Bonita store #Bonitald #gift #lifestyle #friend #family	Image	Global	803	16 53	Boost Post

Figure 4.4

In the area of our business selling gifts, there are small things that may seem simple of a lot of owners of online stores, but it can encourage or cancel your purchase. "Photography" and how the item appears on the screen, whether a computer or a phone is very important, because it's a point of psychological impact on the customer, to motivate him to complete the purchase process.

We focused on four points on the media side, we applied them to our product photo, which we believe will increase the percentage of sales:

- The background: The product image should be independent from the accessories associated with the wallpaper and use blank spaces and white background to highlight the product.
- Image size: The use of standard image size, product images should be large and clear enough for buyers to know all the details about it.
- Photography angles: should take an image from different angles, displays the product from more than one angle and clear images.

In the figure 4.5 we will review a sample of the different photo from the Facebook page:



Figure 4.5

4.3.1 Publication Characteristics

4.3.1.1 The publication body

The publication depends on two-part text and image, that's mean whenever the text is short and clarifies all the information that a customer can think of in his mind without having to ask questions to the marketer, it is good, and whenever the image high quality, and show all the details of the product or service provided by the marketer, that's a good indicator of the performance of the page or website.

4.3.1.2 Write postings touches the feelings of users

We tried to publish a post touches feelings of our followers, for example, share posts that contain photos from the customer's direct message, which expressing their gratitude and admiration for the product, with motivational phrase invite to share gifts with each other and share their beautiful moments through our page.

4.3.1.3 Stay away from traditional style

Stay away from Standstill and don't promote your product and talk about its specifications and features only. So, we tried to add some fun to our publications as much as possible. And we made our publications mix between fun and promotion. This will make your followers watching your publications with lots of attention.

4.3.1.4 Pin post

It's important pinning publications at the top of your page. If you pin a post on your business's Facebook page, you allow followers to see this post as first thing in the page, in our case we pinned post contain information to how to access the physical store at the top of home page, because we found some of the people they are not fluent to searching in the details of Facebook business pages.

4.3.1.5 Publishing rate

In the first period of launching the project, we published daily many posts at different times and sometimes at close times, to show the most quantity of our products. We have noted the difference in interaction with publications, and the increase in the number of likes to find the best way to schedule publication during the day.

We did a comparison between the rate of increase page likes, and the rate of publications per day with the proportion of followers, through analysis of the data during April. we selected this month because we offered the new collection of the store and also, we did an advertising campaign, Table 4.1 shows the comparison:

Date of publication	Percentage of Followers	number of posts per day	Number of page Likes per day
2/4/2019	66.67%	6	4
3/4/2019	57.14%	5	8
4/4/2019	75%	3	4
5/4/2019	100%	1	6
6/4/2019	100%	2	2
7/4/2019	70%	3	11
8/4/2019	83.33%	2	18
9/4/2019	61.54%	3	13
10/4/2019	71.43%	0	6
11/4/2019	75%	3	4
12/4/2019	87.5%	1	8
13/4/2019	100 %	2	3
14/4/2019	69.23%	3	13
15/4/2019	66.67%	0	7
16/4/2019	77.78%	4	9
17/4/2019	81.82%	3	11
18/4/2019	75%	1	7

19/4/2019	50%	10	2
20/4/2019	50%	3	5
21/4/2019	50%	8	4
22/4/2019	50%	6	3
23/4/2019	100%	1	2
24/4/2019	100%	0	1
25/4/2019	100%	10	2
26/4/2019	77.78%	1	9
27/4/2019	50%	3	3
28/4/2019	100%	1	1
29/4/2019	100%	3	3
30/4/2019	60%	2	5

Table 4.1

4.3.2 The posts with background colors

The last update of Facebook allows you to write a post with background colors, to make the post more attractive to read by the followers. We used this feature to publish urgent posts, especially in the current conditions in Libya now, for example in cases of power cuts on the building, or when security problems prevent traffic in the area, we inform our customers about changing working hours, or in cases of national holidays also. In figure 4.6 we can see this type of posts:



Figure 4.6

4.3.3 Make a competition

We organized a competition for our audience through our Facebook and Instagram page, as a kind of advertising methods for online stores common in Libyan society.

On 26 March 2019, we held the first competition, the strategy of organizing the competition was to increase the number of audiences on Facebook, Instagram, and publicity for the shop, the plan had to be devised to motivate each customer or follower to participate in the competition. After reviewing the methods followed by most of the competing commercial pages, we chose the terms of the competition as follows:

1. You should be done "like" or "follow" to our page on Facebook and Instagram.
2. You should be did liked to this publication and share on your page provided it is general, so we can see it.
3. Comment on this publication provided that the content will be a reference to ten of your friends.

The competition was for one week, and the prizes were for five winners from the store, they selected randomly according to their implementation conditions. We also promoted this competition to the sponsored post, because we know that there is a large category that may not be interested in visiting pages and shopping in general, but they are interested and looking for the kind of publications that have free gifts.

In the figure 4.7 we will see how much has increased the page likes through the period of competition:

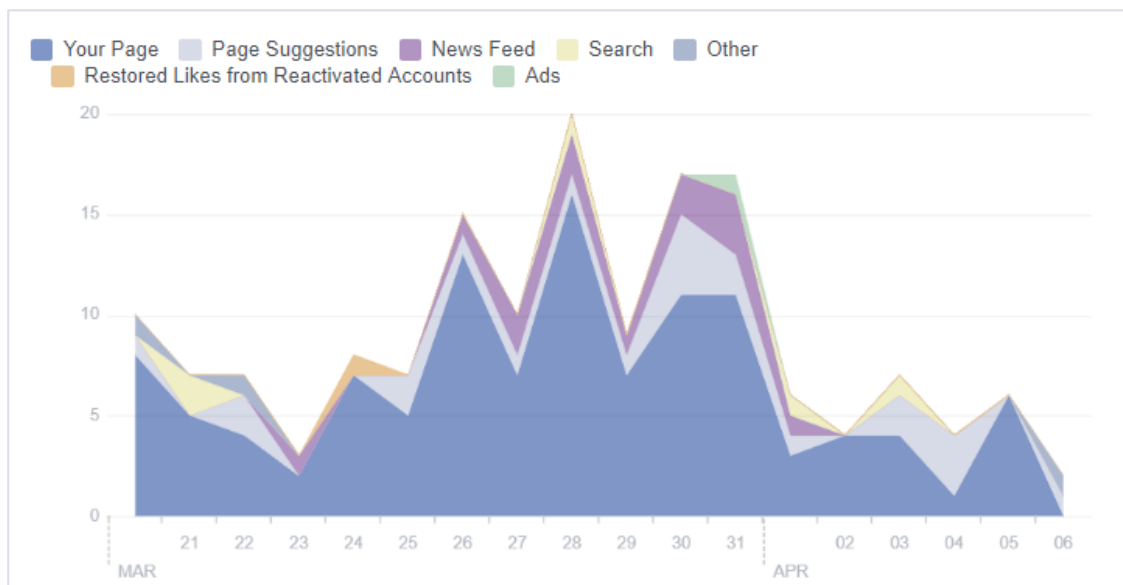


Figure 4.7

What is Facebook meant by each parameter color?

Your page: page likes that came from people who visited your page.

New feed: page like that came from people who saw content posted by your page or about your page in news feed.

Page suggestions: page likes that came from people saw your page in a list of suggested pages.

Search: page likes that came from people who saw your page or post in search.

Ads: page likes that came from people who saw your page or post in an ads.

A total rate of increase after applying the competition is:

Likes page (3,212 – 3,134 = 78) >>> total new likes 78

Followers page (3,259 – 3,178) >>> total new followers 81

In this type of marketing factor, it is important to focus on credibility when we communicate with our followers. When we observed the pages of our succeeded competitors and the people who preceded us in this field of digital marketing business.

From this point, we decided to apply different techniques for the selection of the winner of the competition, and it's different from the traditional methods which applying in our competitor's pages. Where they apply a method of announcing the winners through a video showing the phone screen and one of the admins of the page chooses the names from the list of comments and likes, and then stop randomly on one of the names.

We used the random name picker applications, that use by educational website and bloggers on social networking sites, and in our case we used www.abcya.com, where we added names that match the conditions of the competition and the name was chosen randomly, and we recorded this process through a video that was published later on the home page of the store.

4.3.4 Publish Videos

A video is an important option in social media publishing tools, and in electronic marketing process in general, People often prefer watching a video for a minute in versus spending five minutes reading the same information about the same product. But in the case of our study, it was different, because the proportion of publications that contained the video was not much, and that's what we mentioned before, where we did a study of the target audience and the nature of society.

Among the information we have obtained in our research is that Internet users in Libya, in general, they can not use the Internet comfortably and enjoyably. Because of the weakness in the Internet services which offers by major communication companies there. And also because of the high cost of internet service, which is not appropriate with the average salary of the simplest employee in Libya, and it's the same for students and young people who are the largest category of our target.

Which is difficult for them spending their salary in high-cost of Internet quota. For example, a student often has priorities in purchases because of his limited salary, so we find it would be better for him to spend the 5 Gb of the quota on the video for educational courses or a video of his favorite series, versus consumed in watching video ads for products. In the following table, we show the prices of the monthly quota of the Internet.



For the largest telecommunications companies in Libya compared to the European prices:

4G/LTE internet on mobile network					
Operator	Quota	Time (Expiration date)	Price in Libya (LYD)	Price €	
Almadar	1 GB	14 Days	8 LYD	39	12
Almadar	3 GB	1 month	20 LYD	97	31
Almadar	5 GB	1 month	30 LYD	146	46
Almadar	10 GB	1 month	55 LYD	268	85
Almadar	20 GB	1 month	80 LYD	391	124
Almadar	40 GB	2 months	120 LYD	586	187
Libyana	7 GB	1 month	35 LYD	171	54
Libyana	10 GB	1 month	50 LYD	244	78
4G/LTE internet on mobile routers (Portable WiFi)					
Ltt	10 GB	1 month	35 LYD	171	54
Ltt	20 GB	1 month	60 LYD	293	93
Ltt	30 GB	1 month	75 LYD	366	117

Table 4.2

Note: Average speed of all this offers up to 60 Mbps Download and 10 Mbps Upload and it's depended the place. In the Table 4.3, we will present analysis data for our video publications and details of audience interaction:

Video	Time	3 second views	10 second views	Auto play	Click to play	Post engagement	Date added
V1	5 sec	262	174	88%	12%	26	28 Feb 2019
V2	33 sec	274	136	85%	15%	30	13 Mar 2019
V3	33 sec	209	101	85%	15%	48	2 Apr 2019
V4	6 sec	118	71	76%	24%	26	17 Apr 2019
V5	1 min	270	153	82%	18%	52	18 Apr 2019
V6	4 sec	136	44	85%	15%	15	1 May 2019
V7	4 sec	90	29	80%	20%	25	19 May 2019

Table 4.3

The advantage of Facebook page insights is that we can look at the measurement of engagement performance for each type of content, focus on the type of content that generated the highest value. Figure 4.8 shows the measurements of engagement performance for each type of content:

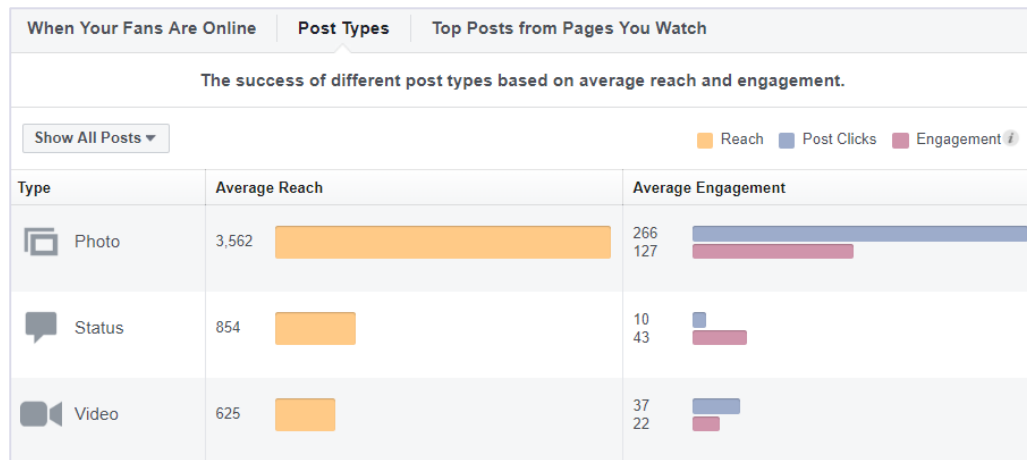


Figure 4.8

4.3.5 Make Sponsored Advertising

In this part it is important to consult the advice of Facebook experts and their guidance about Ad Policies, things you need to know before you start. “Lasse Identify some important questions: What is your objective or specific product you want to promote? Decide whether you want to generate more visits to your website, more email signups, or promote some specific offer. Never use Facebook just to promote your main website, but rather to create more specific promotional targeting for your most profitable product.” (Rouhiainen, 2016)

We should have a basic information you need to decide if the digital advertising is right for your business or not. This is why the business owners must know the basic ways to do advertisement digital, and the most important tools which came in a Facebook business guide are:

4.3.5.1 Advertising objectives

We cannot limit the benefit of using ads in just one goal. There are several goals that can be achieved through advertisements on social networking platforms, which we can say are related, In the case of our study, our advertising objectives were as follows:

- Introducing the public to our products and services.
- Reach the public in the fastest time and lowest costs.
- Maintain existing customers
- Attracting new customers
- Enhance our appearance on the main page of the follower
- Enhance the image of the company in the minds of the public
- Attract the follower to visit the store
- Increase sales volume, this is always the final goal of advertising.

4.3.5.2 Audiences

“Targeting is one of the most important benefits of advertising online because it gives you the ability to show your ads to specific types of people.

People on Facebook share their true identities, interests, life events and more. With over 1 billion active users on Facebook, advertisers have the option to target their Facebook ads to the types of people who matter most to their business.” (Facebook, s.f.)

Among the options offered by Facebook to select the specifications of the targeting audience which are:

Location

Reach people based on country, state or province, current city or zipcode, in our case the selection was within the state of Libya.

Age and Gender

Narrow your audience based on age and gender, in our case, we selected the people aged from 18 to 65 years for both sexes.

Language

Target your ads to specific languages, in our case, we didn't select a specific language.

Interests

Reach people based on the interests they've shared, their activities, the Pages they've like on Facebook and closely related topics. This is one of the options that Facebook makes automatically through algorithms, which the site receives on the person's information and interest on this platform.

Behaviors

Reach people based on purchase behaviors or intents, device usage and more, this option is also automatically selected by Facebook like the interest's option.

Contacts

Reach people connected to your business page, app or event, and to their friends. In this option, we used a different access option view in each campaign ad and the options we tried were (promote your business locally get directions of store, promote your page, get more customer contacts, boost your post)

Custom Audience

Create your own audience using your pixels, email addresses, phone numbers or app user IDs, the choice in our case was app users because we still work on our website, we can't use the other choices.

Lookalike Audience

Reach people who are similar to your audience's, this option is also automatically selected by Facebook.

Before we start preparing our advertising campaign on Facebook, we can also benefit from the Insights service from Facebook business page, to learn more about our audience and get their



demographic information from their recorded locations, languages and gender. Figure 4.9 shows our audience information over insights service:

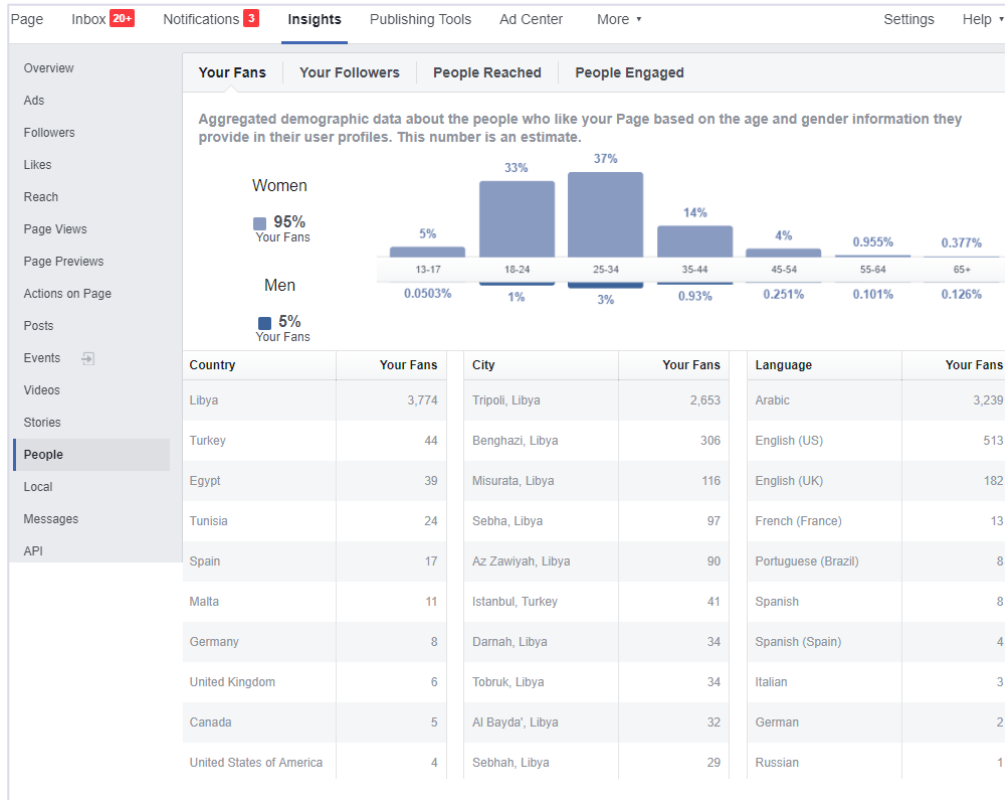


Figure 4.9

4.3.5.3 Ad format

Ad formats include image details and text written on the image as well as the main text used in the ad. Figure 4.10 shows the form of advertising on Facebook.:

1. Image text.
2. Ad image
3. Body text

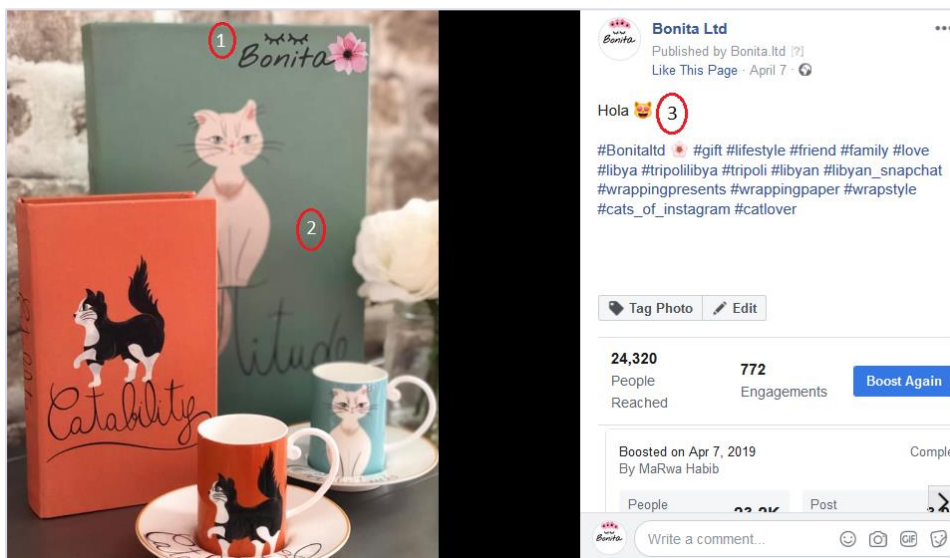


Figure 4.10

Through using visual content within your ad posts, you can tell your company story through the photos, increase awareness and drive additional traffic to your website or Facebook profile. Because the image has a strong reflection on the people, and has a direct impact on their purchasing behavior, especially for women's. So that's why you should pay attention to the image quality that will appear in the ad and should to learn from common mistakes made by competitor's advertisers and try to avoid.

We have noticed through some of the questions we have asked our customers and followers, what are your favorite ads form? The majority did not prefer the ads which contain more than two lines of text, but they attracted more for photos than the text.

Facebook does not allow to use more than 20% of the space as text, we used Image Text Check, from Facebook business page, this tool helps us to check images before we start any advertisement, and choose the best photo for the ad, and shows you the errors it contains. Figure 4.11 shows the Image Text Check tool on Facebook:

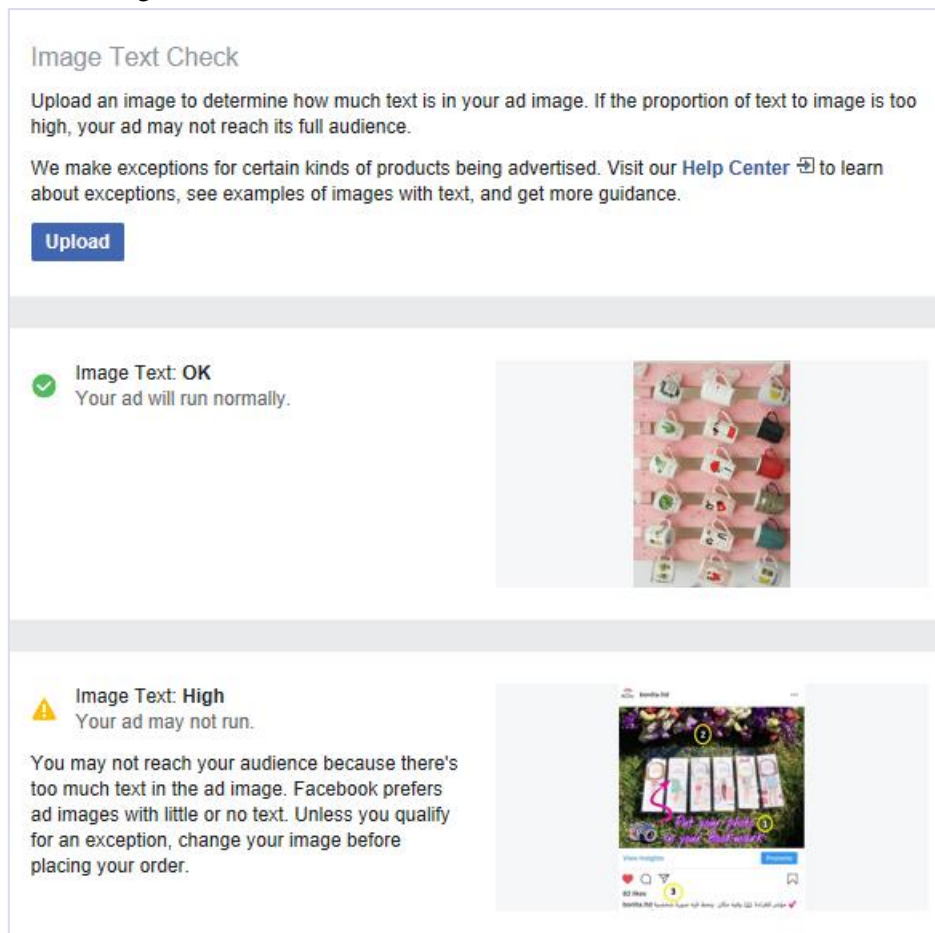


Figure 4.11

4.3.5.4 Placements

The services and apps of Facebook gives your delivery system more flexibility to get you more and better results for your ads, they call the different places that we can show our ads "placements" and we can select where we want appearing ads.

There are two ways to choose placements for your ad (auto or manual) Facebook marketing experts recommend using automatic positioning. This is because in this case, the website will give less cost to advertise according to the budget that we have identified for the campaign in general.

Manual placement: “If you don't want to enable automatic placements, you can choose which placements you want to use in your ad, through the available placements from the Facebook guide which including Instagram placement also:

Facebook

Feed.

Instant Articles

In-stream videos.

Right column.

Marketplace.

Stories.

Instagram

Feed.

Stories.

Audience Network

Native, banner and interstitial.

In-stream videos.

Rewarded videos.

Messenger

Inbox.

Sponsored messages.” (Facebook, s.f.)

Automatic placements “Automatic placements enable us to get the best results available from across all default placements. Because we can choose results from the widest range possible, automatic placements are typically the most efficient use of your budget and helps control costs. We recommend it for most advertisers.

However, you may be confused about why we recommend this if you use the lowest cost bid strategy and check the average cost per optimization event for each placement in your reports. For example, if the average cost per optimization event on Facebook Feeds is significantly cheaper than it is on Instagram Stories, you might want to stop placing your ads in Instagram Stories and place more of them in Facebook Feeds.

We can see why you'd consider that, but keep in mind that our delivery system is designed to get you the most optimization events at the lowest average cost overall - not the lowest average cost for each placement. This means we look at all available opportunities across all placements and select the least-expensive ones without regard for what the average cost per optimization event will be for each placement.” (Facebook, s.f.)

In our case we used the automatic placements option in our advertising, and most of them were via Facebook, because as we know Instagram, Facebook, Facebook Messenger, WhatsApp, all of these services are owned by Facebook company, so all ads that we did via Facebook was connected automatically with Instagram, but recently we decided to separate the Facebook ad



campaigns from Instagram ad to know if we will see a difference in the number of people who engaged with our advertisement.

The automatic option divides the placements ad into three-part, figure 4.12 shows the Facebook strategy to division placements:

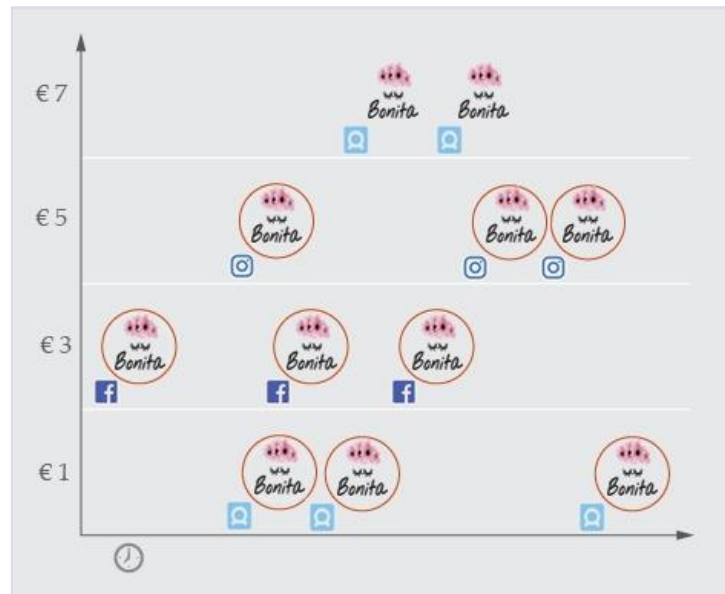


Figure 4.12

We notice that the most expensive placement is for Instagram, a red circle around any of these icons means the ad was shown in that placement and got the optimization event.

There is an example presented in (Facebook Business Guide) its applies on one of our advertising campaigns, for example, we spent in our ad 27€, and we selected automatic placements, the separation process is done as follows: Facebook placements have an average cost per optimization event of €3, Instagram placements have an average cost per optimization event of €5 and Audience Network placements have an average cost per optimization event of €1. You'd get 9 optimization events for €27 at an average cost of €3 each. in Figure 4.13 shown what happens when you stop activating Instagram placements, because its more expensive:



Figure 4.13

Facebook placements would have an average cost per optimization event of €3, there'd be no Instagram placements and Audience Network placements would have an average cost per optimization events of €3.40. You'd only get 8 optimization events for €26 at €3.25 each overall.

In the next chapter, we will discuss what's happened in our case, and what effect we have noticed when we off Instagram placements, how much is increasing the number of followers and people engaged with ads.

Within the marketing plan we used advertising services from Facebook and Instagram, we selected certain times to use sponsored promote, like in Feasts, when arrival a new collection of products, discount seasons, offers, competitions. In Table 4.4 we will show the advertising campaigns we have implemented through 3 months:

ads	Cost	People reached	Post engagement	Likes	Shares	comment	date	duration
Ad1	10€	45,156	6,892	-	-	-	13/2/2019	10 days
Ad2	27€	35,957	7,520	1.4k	3	13	13/2/2019	8 days
Ad3	8€	16,508	2,976	2.7k	0	10	13/2/2019	8 days
Ad4	8€	39,261	9,909	922	4	20	13/2/2019	8 days
Ad5	8€	32,234	8,753	747	10	47	13/2/2019	8 days
Ad6	8€	19,419	2,816	2.642	3	32	13/2/2019	8 days
Ad7	5€	19,256	4,346	719	3	22	13/2/2019	5 days
Ad8	10€	20,188	3,503	193	42	966	26/3/2019	7 days
Ad9	3€	23,216	2,949	365	5	29	7/4/2019	3 days
Ad10	3€	12,619	1,840	135	0	6	8/4/2019	3 days

Table 4.4

4.3.6 The importance of Facebook reaction emojis

“Facebook has long been using the (Like) button that helps users to quickly indicate which content they like. At the time of writing this book they are introducing new emojis, also called Facebook Reactions.” (Rouhiainen, 2016)

“Facebook is implementing these emojis now, as most Facebook users access the social network from their mobile phones and emojis serve as a quick way to express their emotions without the need to write something. You will find a way to show your reaction to just about all Facebook content by selecting one of these six sentiments (Like, Love, Haha, Wow, Sad and Angry) (Rouhiainen, 2016) as shown in Figure 4.14:



Figure 4.14

Many commercial page owners do not pay attention to the analysis of these icons in the results of their ads, many angry faces might indicate that your audience didn't like this ad, and this makes you re-search the reason, and refocus on the steps which you applied in your ad campaign and try to fix or change it, or if you have many happy faces this indicates that your audience likes and interest with your ad.

Through analyzing our ad campaigns results, we found out that the results ,including all reactions, comments and share instances when interactions that have been changed or deleted are counted in the total number of reactions, for example, when changing a reaction from love to like, it counts as two interactions, figure 4.15 presents all reactions in Facebook page Insights about our ad:

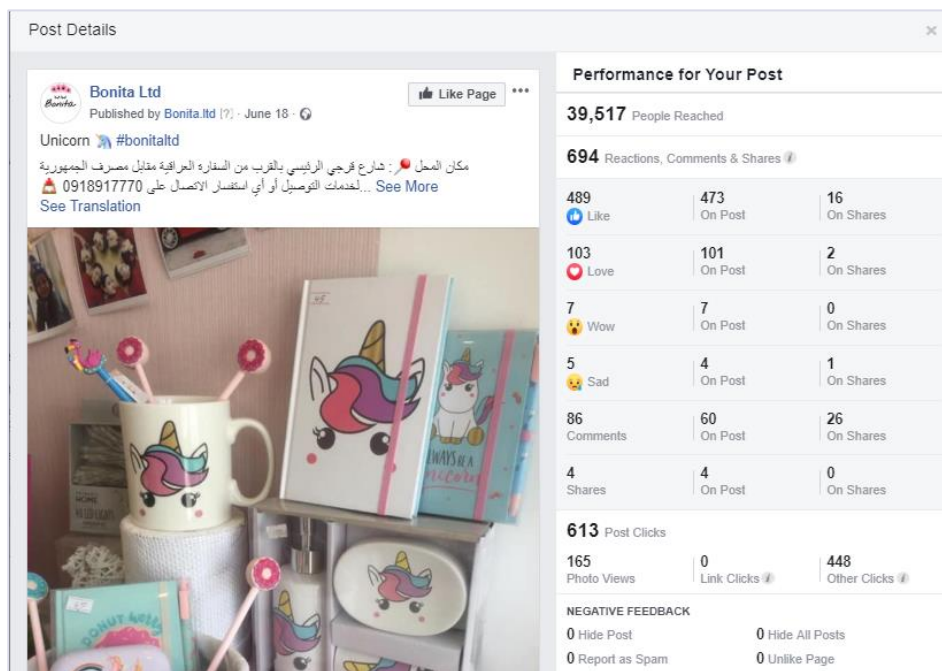


Figure 4.15

4.3.7 Time of publication

One of the most successful strategies in the publishing plan defines the best time to publish our posts, focusing on selecting the right time for posting is important because it affects the rate visits of page.

“According to a Buffer study, the best time to post to Facebook is between 1pm – 3pm on during the week and Saturdays. We also found that engagement rates are 18% higher on Thursdays and Fridays.

All of these studies can be helpful to point marketers in the right direction. But almost every study reveals a different ‘best time to post’ and, in reality, the best time to post depends on a number of factors that are specific to every business: What’s your industry? In what location is your audience based? When are they online? Are you sponsoring your post?” (Read, 2019)

According to the above we think that there isn't the best time to post on Facebook, because in every country there is society has a different daily routine, in addition working hours and holidays, for example in Libya Friday and Saturday are public holidays, therefore we cannot define the best time to publish according to European studies for best time to post, so the best ways are by analyzing our data always to know which the time when your audience visit the page.

We can set the right time to publish through Facebook Page insights. Figure 4.16 presents Insights for the time of day when our fans are Online:

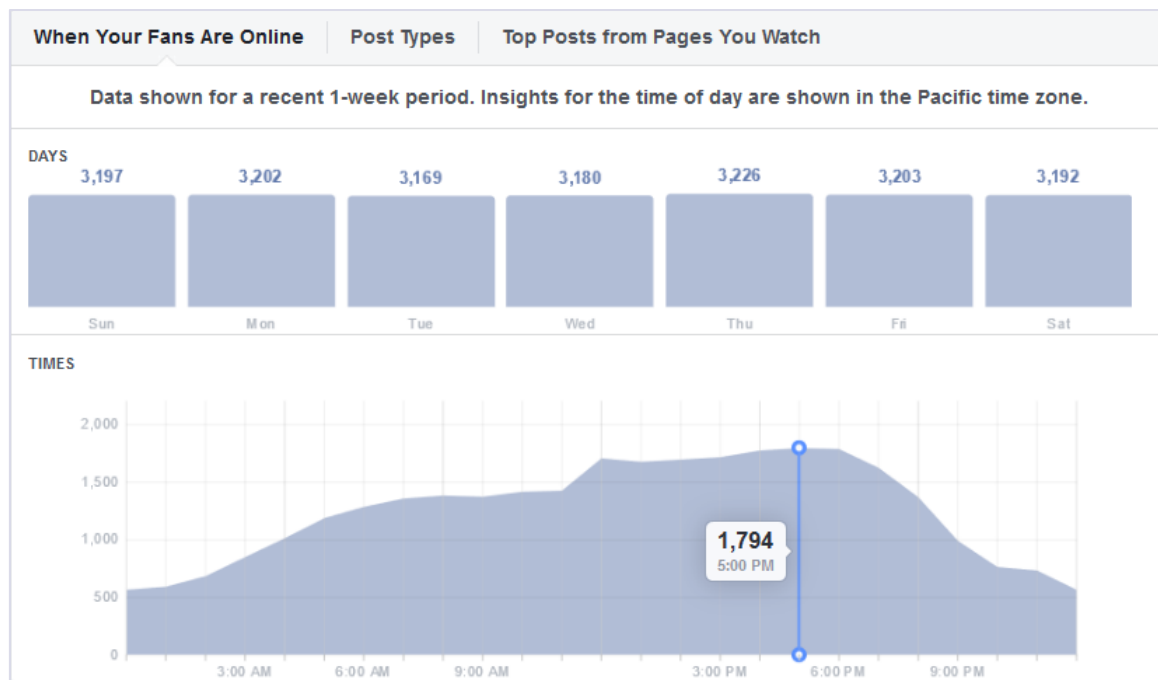


Figure 4.16

We can see our audience is online 7 days per week and that there's no specific day where we see a spike. We can also see that from around 3 am in the morning the number of people online is gradually increasing up until around 6 pm where the number begins to decline slightly.

These results provide an opportunity to obtain result per week, so we analyzed the result of more than a week over months to reach the best result, for our case, there are some reasons influenced the time of people's access to the network, we will discuss it in the next chapter. In Table 4.5, we show a sample of the data we collected during April at different times of publication per day:

<i>Date</i>	Time of post	Post type	Total reach	Engagement rate
<i>2/4/2019</i>	4:56 PM	video	675	10%
	6:45 PM	photo1	584	8%
	8:14 PM	photo3	1000	7%
	10:38 PM	photo4	540	6%
<i>7/4/2019</i>	12:00 AM	photo	283	6%

	1:02 PM	photo	24.3k	3%
8/4/2019	10:43 PM	photo	12.9k	2%
	9:54 PM	photo	1.3k	9%
	6:38 PM	photo	1.3k	11%
	12:40 AM	photo	979	10%
	11:02 AM	photo	900	7%
	2:24 PM	photo	934	7%
22/4/2019	7:31 PM	photo	271	15%
	9:24 PM	photo	454	5%
23/4/2019	11:04 AM	photo	744	8%
26/4/2019	11L14 am	photo	1.2k	23%
29/4/2019	12:02 PM	photo	340	4%
	10:31 PM	photo	710	10%
30/4/2019	9:45 PM	photo	1.1k	21%
	11:03 PM	photo	453	7%

Table 4.5

4.3.8 Polling

Through Facebook business page, it is important to take advantage of all the tools available which could help us to increase the quality of our page, among the important tools provided by Facebook there is a tool for the questionnaire called pool, it's good to use it to communicate with customers, and to know their opinions about the brand we offer and our services, suggestions to improve or provide specific products, there are many answered can get it through this type of tools.

In social networks, users are attracted to the interesting topics and you will not succeed to target them If you don't have various topics, even if your page is commercial, so always try to add some fun even though this type of questionnaire. To make the customers doesn't feel bored on your page.

This service from Facebook allows to write question with two option to answer, and you can also add a photo or Gif file within the option of answer also, we prefer to use Gif with our posts, as a kind for attracting the followers to participate to the answer, and to add some fun to our posts, we used pool tool, to know the answer of some questions like do you enjoy the content we offer on our page as shown in the Figure 4.17:



Figure 4.17

Through this tool also we wanted to know how many people use mobile phone for browsing websites and shop online and how many prefer to use the computer. Figure 4.18 shows the result of this questionnaire:

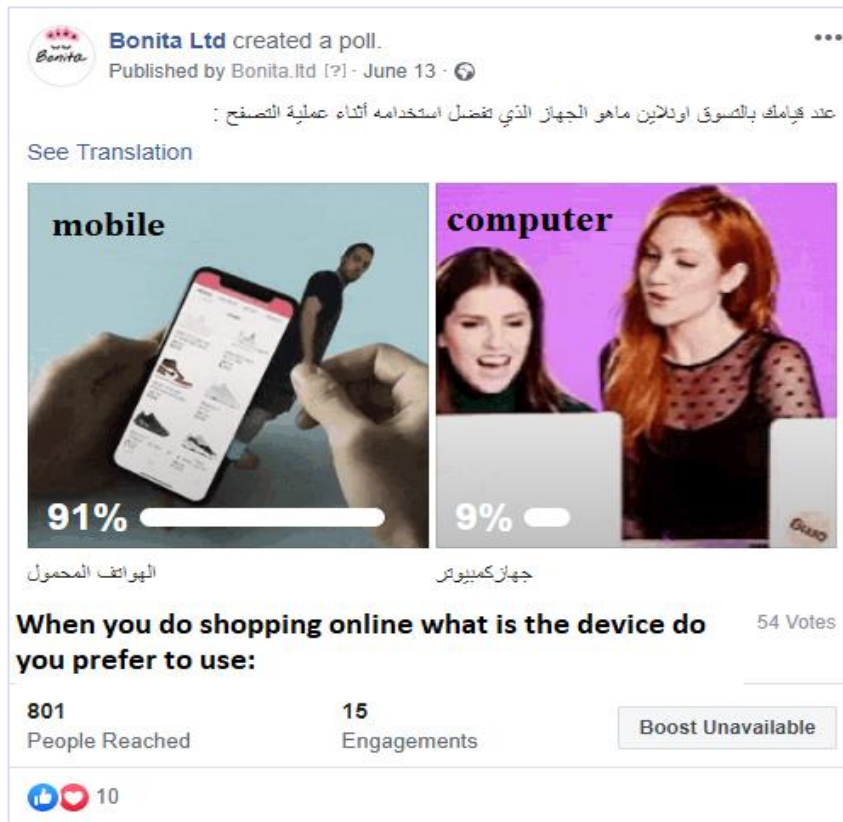


Figure 4.18

4.3.9 Likes

One of the factors that depend on the online spread of any business through the Facebook platform is the number of likes for your page, the importance of this button in Facebook being the first point of impression for the new visitor of our page.

The majority of people when they are looking for a company or shop or any commercial account on Facebook or any other platform, they are looking for the how many fans on that page, because more likes means more interest from the audience and more possibility to visit this account. It's the process that works in the search engines when evaluating the appearance of websites on the results page, and this is one of the similar things between SEO and SEM.

In the case of the Bonita store, we analyzed the rate of likes increase in our page, from the date of creation on Facebook in December until July, according to the number of posts during each month, and how much promotion happened through this month to know the percentage of likes height, also to the number of posts per month. Through this analysis, we want to know if there are any differences by comparing with the age of the store and the number of page likes. In the Table 4.6 we will show how the number of likes increased in the order of months:

<i>Month</i>	Posts per month	Ads	Total likes
<i>12/2018</i>	48	0	547
<i>1/2019</i>	15	0	692
<i>2/2019</i>	80	6	2,857
<i>3/2019</i>	55	1	3,203
<i>4/2019</i>	92	2	3,377
<i>5/2019</i>	36	0	3,457
<i>6/2019</i>	22	2	3,920
<i>7/2019</i>	4	0	3,975

Table 4.6

Figure 4.19 shows how a Facebook Business Page is presented to page's owner the Compare your average performance over time, and we can note that the number of followers on the first day of the creation of the page started with 139 likes, and how much is Increase in the curve after seven months:

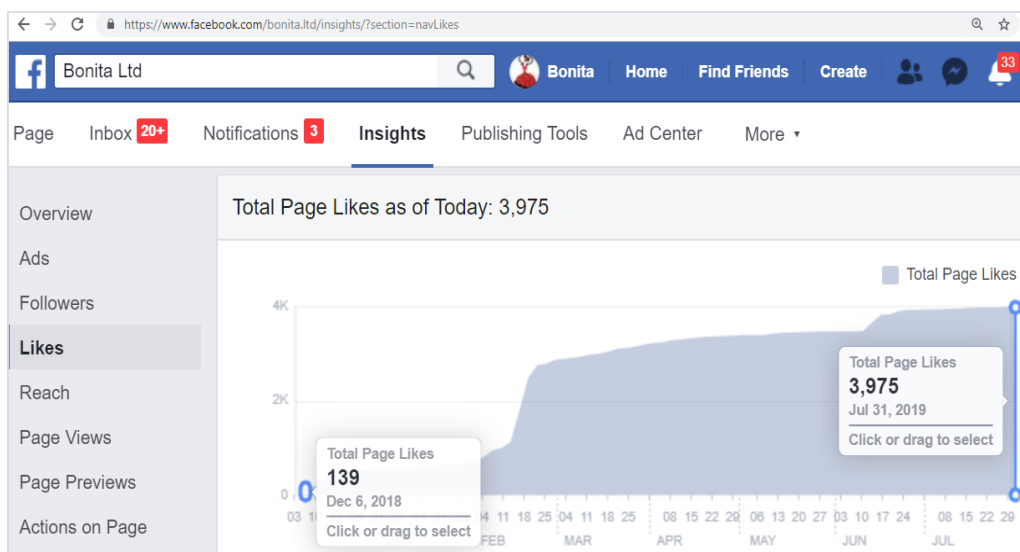


Figure 4.19

4.3.10 Facebook Messenger

“In business, relationships are everything. And every relationship starts with a conversation. This has been true since the dawn of commerce. But today, people and businesses are increasingly connecting through a powerful, personal new medium: messaging. People’s use of mobile messaging apps has been on a meteoric rise. By the end of 2018, 78% of the world’s smartphone users will message every month.¹ And the growth is only expected to continue: By 2021, it’s predicted that the global user base for mobile messaging apps will have risen by a further 23%.” (Facebook, s.f.)

People generally prefer human connections, but there are different types of clients and each one prefer to communicate in different ways, some clients prefer social media or video messaging, and other clients might feel more comfortable with traditional forms of communication like phone or email or come to the store personally.

“According to some surveys conducted by Facebook business analysts that included 8 markets globally, 67% of people say their messaging has increased over the past two years, 80% of adults message daily, 51% of people say messaging has replaced other forms of communication, also within this survey, they found that Messenger and WhatsApp are the most widely used messaging apps worldwide in terms of monthly active users.” (Facebook, s.f.)

Since the percentage of use of messages via Facebook Messenger and other networks, is increasing in most countries of the world, this motivates small business owners, to invest their marketing efforts through this efficient service to win customers and strengthen the relationship with them.

In the past, customer service was represented in direct customer communication with store staff, but nowadays the communication with customers is done in social networks through messenger service, for example, our customer service staff task in the store includes supervise the page messages, respond to inquiries and comments on Facebook and Instagram.

The case of Bonitald, messaging service is an important part of our project, It’s a key for building a good relationship with our audience, in addition, it is also the only method currently available to making online sales deal in Libya now, even if is not a direct process but we can consider it an alternative selling method of using payment cards. Figure 4.20 shown the results Messenger Insights per week:

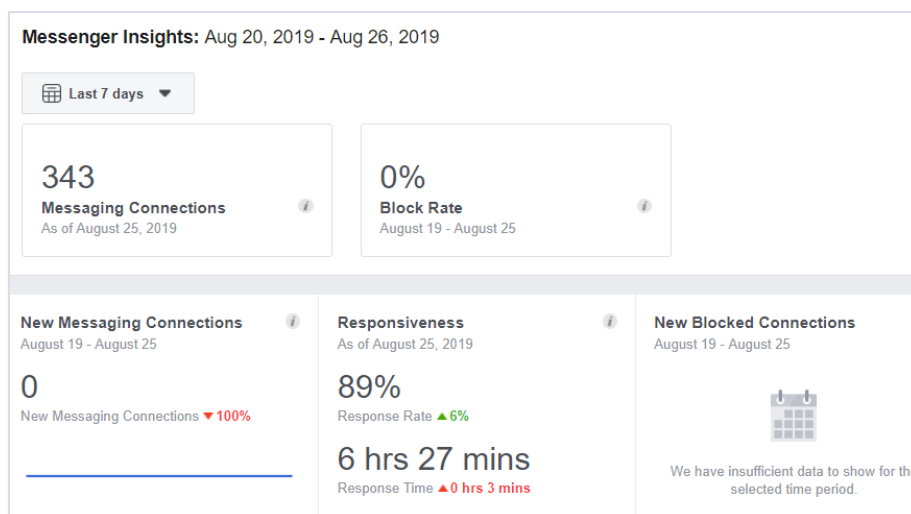


Figure 4.20



4.3.11 Facebook Hashtag

“Chris Messina, a social technology expert, is credited to have come up with the very first hashtag on Twitter. He first posted the hashtag #barcamp in August 2007. Messina came up with the hashtag with the purpose of gathering discussions and online exchanges regarding Barcamp, a technology unconference gathering activity that spans worldwide. Since then, hashtags have spread to other social media sites and all over the internet to become one of the most widely used functions. Today, hashtags are created by several social media experts, educators, institutions and major companies from all around the world to bring in more followers and increase brand recognition.” (Hashtags, 2013)

We used the hashtag in most of our publications on Facebook from the beginning, although it's difficult to analyse the results because there's no rule in classifying the display of page results, by hashtag but we tried to guide people through our page to get used the hashtag to follow the items. There are keywords that we used as a constant hashtag in each post like **#Bonitaltd #gift #lifestyle #love #Libya #family #friend** Figure 4.21 shown the results of the #Bonitaltd hashtags:

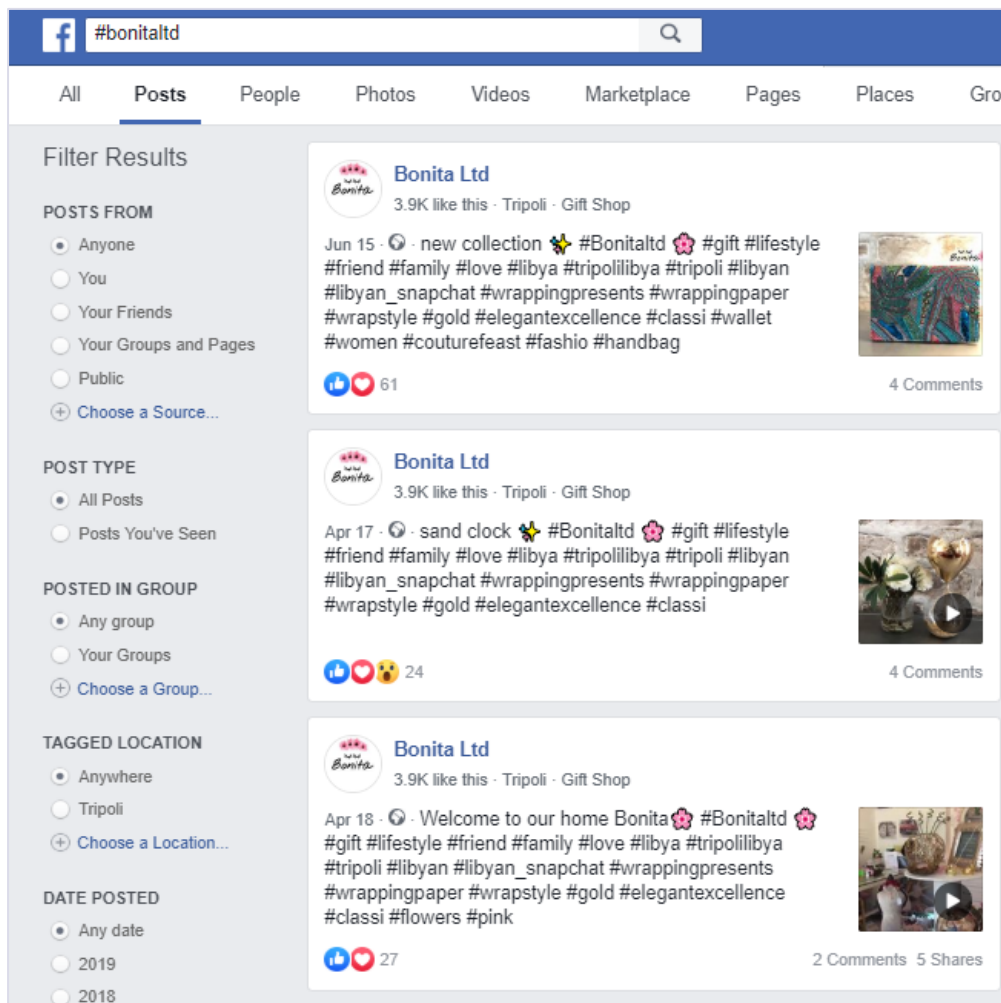


Figure 4.21

Through figure 4.22 we can see all the relevant posts surrounding #Libya on Facebook:

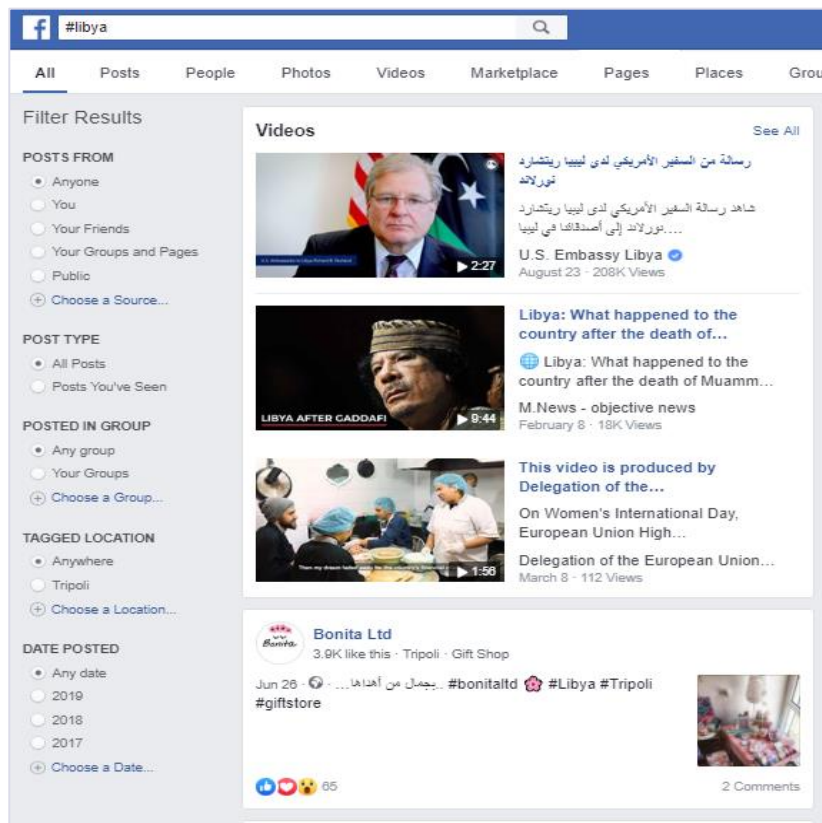


Figure 4.22

We tried to analyse the keywords of the hashtags by Facebook app on mobile and the results it was different, figure 4.23 shown the results of the #bonita, #gift hashtags:

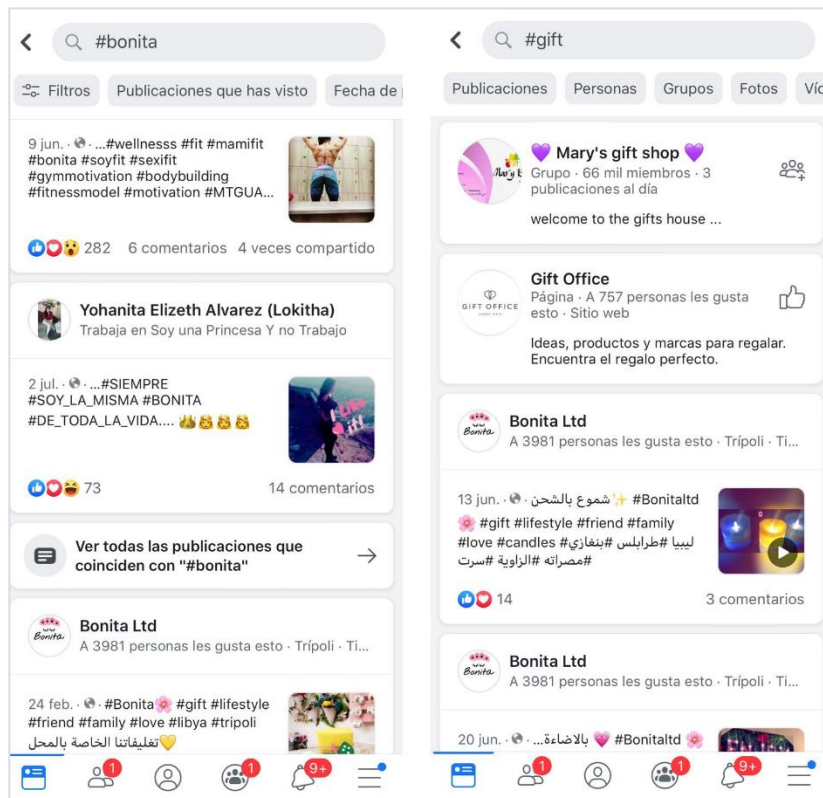


Figure 4.23

4.4 Instagram

“Instagram comes from the word "instant" and "telegram" which merged together becomes (Instagram.com). It is a fun, fast way to capture moments and share memories with your audience. Instagram updates in real time providing a constant stream of content giving the viewer an insider’s perspective into the world of the user.

Using Instagram makes brands and business owners relatable. Customers like to do business with people they know, like, and trust. Instagram gives you the opportunity to show consumers who you are, what you love, and what you do. When your customer base can visually make a connection to your company, it will translate to sales and collaboration. Instagram is a free mobile application that can be downloaded in the Apple app store or on Google Play.” (Zimmerman, 2013)

Instagram today is the best platform special for teenagers and has become a good tool to serve business companies that offer visual products, their advertising tools are simple and clear for everyone, It's not complicated to use, whether, for adults or teenagers, this is one of the advantages that made many people prefer it to the other platforms. Similar to Facebook, Instagram allows users to create business account, the app of Instagram gives you duplication to use your personal account with a business account, that makes you move and follow the activities between the two accounts easily.

4.4.1 Link the account to Facebook

The first step that you should be done when created your company account keeps it as similar to your brand or business name on Facebook as possible and linked with, that will allow customers to find you quickly and easily.

4.4.2 Set up a business profile

It’s important to use the same profile picture, and write a description about your brand same in all platforms, short and professional, in Instagram the part of the description called Biography (Bio), it has only 150 characters space and you should make it short and clear to represent your brand like a short story, also you can add some links to your landing pages, you can add your website, and your contact details. One of the mistakes that many business owners make they disregard this part of account creation, they don't realize how important the Bio is and how its impacted their visitors, because most of us when we click on any account either personal or business we want to know what’s all the brand about, through their Bios or from the headlines in their pages or websites, and if we couldn’t find anything that may give us at least a general idea or brief description on that brand or any information indicating the identity of the company we will leave the account easily, and this is a big loss for you in the marketing plan.. Figure 4.24 show Bonitaltd bio in Instagram:



Figure 4.24

4.4.3 Content

4.4.3.1 Description

We tried to write details on every photo as a short description like a keyword, just to make the search easier to our users when they're looking for specific items on Instagram, for example, we depended on hashtags more than texts. Figure 2.25 shows some of the descriptions of the photo how is:



Figure 4.25

4.4.3.2 Photos

The content of Instagram depends completely on the high-quality of the photo and focus on the elements in the photo among our marketing plan through Instagram we tried to not share the same photos via Facebook and posted different content via Instagram, to create diversity between the two platforms. Figure 4.26 shows the quality of Bonitaltd photos via Instagram on computer screen:

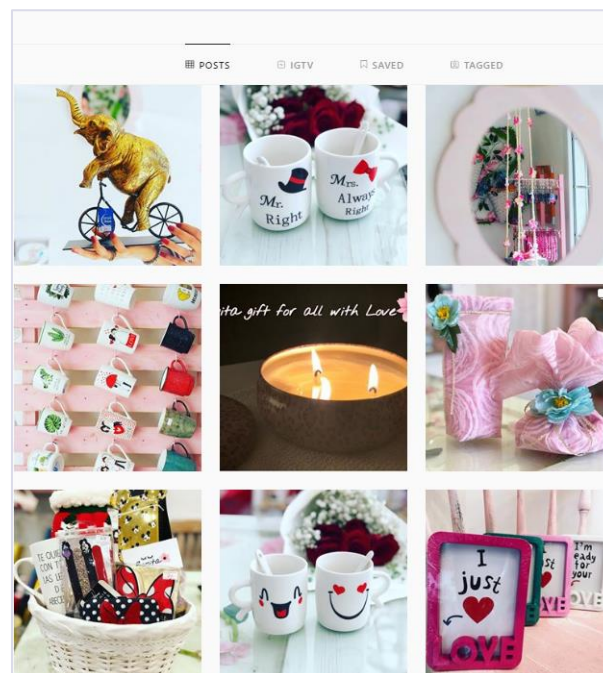


Figure 4.26

And in Figure 4.27 shows the quality of Bonitaltd Business Instagram account on smartphone screen:

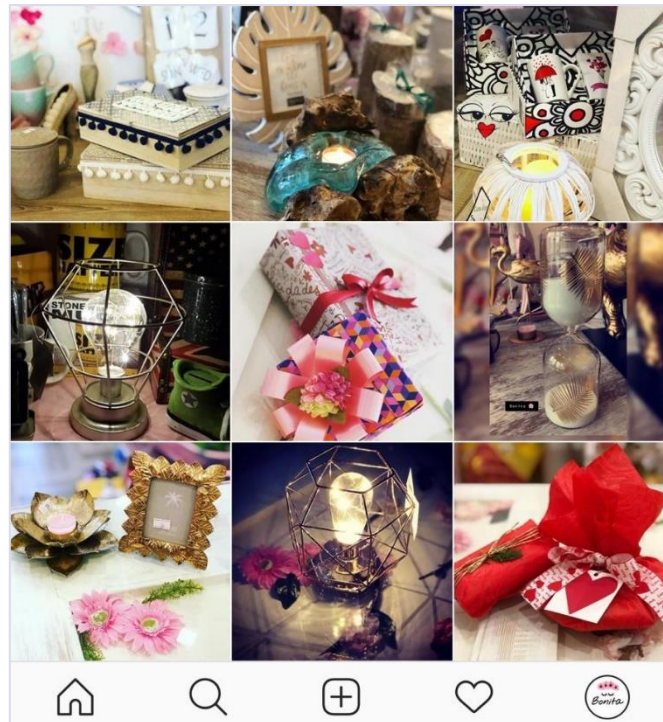


Figure 4.27

The Instagram page Insights offers for business owners, it's collecting and analysing the contents according to the period that you selected to analyse from 7 days to 2 years, also through this service you can select more than one of the parameters to do the comparison, all of this defined by the filter of application, like (profile visits, likes, reach, engagement, follows, comments, saved, shares). We selected the period during six months, to see the difference in audience interaction in each parameter, for example, the business page on Instagram displays the posts which got a larger number of likes and reach, in descending order from highest to lowest, and It is updated weekly, so the ranking changes daily and not necessarily that the most recent publication appears in the first result on the analysis page, in the figure 4.28 we can see how the Business Instagram page presented post order:

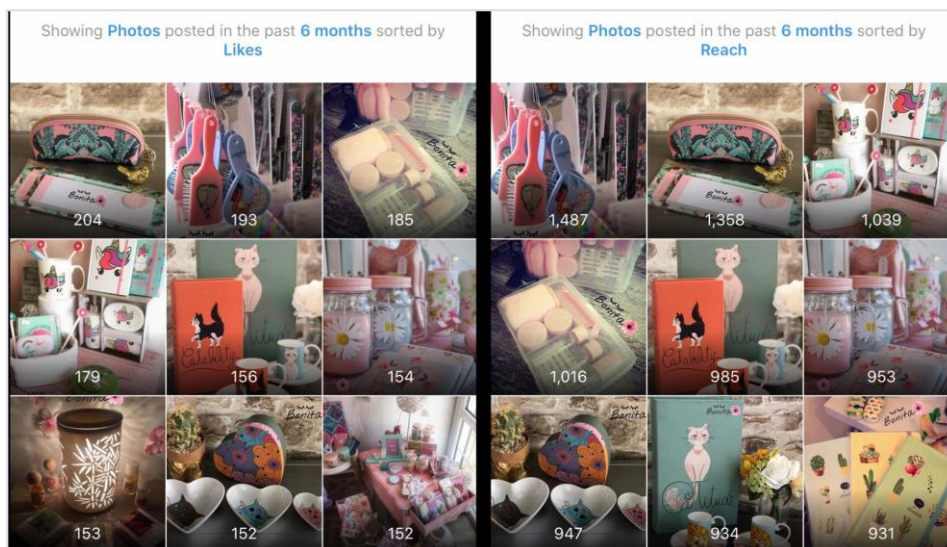


Figure 4.28

Because there are several publications, and there is more than one parameter we have selected two parameters to display the results of the analysis in each of the Instagram tools.

4.4.3.3 Video

Instagram started as a photo app, but now has a more advanced platform which includes video content in the form of stories, posts, ads, and recently they added video content on IGTV.

Video publishing duration in Instagram is limited to 60 seconds only, but today, the IGTV feature allows for users to create video content that exceeds one mint the maximum video limit. We tried to post some of the videos through our publication plan on Instagram, but the focus was more on the video story tool, which we can post as many photos and quick clips easily, in Table 4.7 we show the results of the video on Instagram and viewing rates compared to the rate of access to the video and the number of likes during 6 month:

Videos	Engagement	Reach	Views	Impressions	Time
V1	121	854	343	1,336	00:32 sec
V2	104	741	293	1,109	00:60 sec
V3	79	584	200	808	00:01 sec
V4	77	463	170	744	00:10 sec
V5	61	490	179	817	00:10 sec
V6	60	465	183	722	00:10 sec
V7	43	419	178	691	00:01 sec
V8	35	306	124	441	00:01 sec
V9	23	255	67	361	00:06 sec

Table 4.7

4.4.3.4 Story

The story is one of the tools favoured by many users of social platforms because it's fast and fun we think, and it's temporary, the Instagram page Insights doesn't include story analyses, but they allow installation the favourite stories in the interface of the home page, as shown in Figure 4.29, it allows you to see only the number of views on each story:

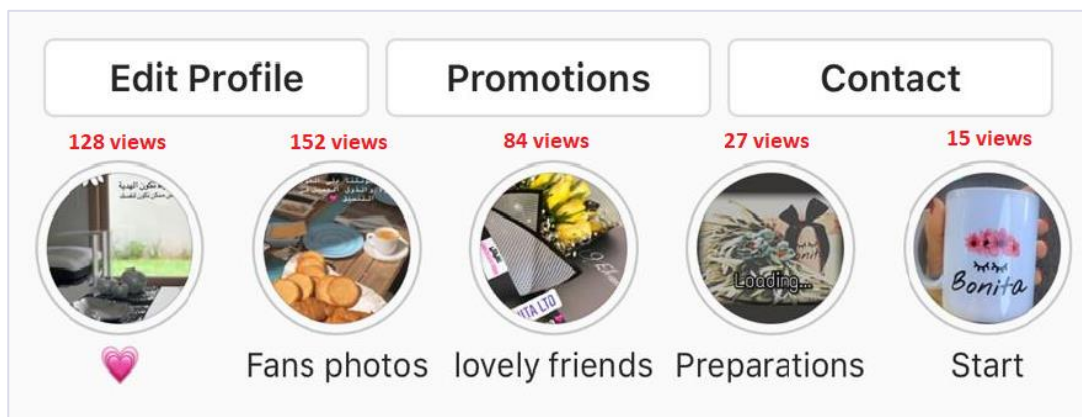


Figure 4.29

4.4.3.5 Hashtags

“Hashtags are used to curate images that have the same hashtag in their descriptions. Hashtags can be general or specific. Using the correct hashtag for your image can mean getting the most reach. You can use hashtags for brands, locations, products, quotes, events, designers, a breed of a dog, or any tag that you think is relevant to grow your followers.” (Sue B. Zimmerman, basics for your business,2013)

we searched for an application to help us to analyze the hashtag feature in both languages Arabic and English, this app called Imetric, and it's not free, you need to pay for it monthly. In the Table 4.8, we will present a sample of the data analysis of hashtags which we got it through Imetric app to know some information about our visitors until May 2019:

# hashtags	Usage rate	engagement
Bonitaltd	91	4.72k
Libya	90	4.29k
Gift	88	4.25k
wrappingpresents	87	4.26k
Catlovers	11	6.65k
Tripolilibya	88	4.25
makeupbags	4	6.5k
Cactus	7	4.55k
Classic	4	3.26k
ليبيا	10	-
ليببات	5	-
طرابلس	9	-
بنغازي	5	-
Mug	4	3.67k

Table 4.8

Also, through this application, we got the results of categories which visitors arrived to our page through, Table 4.9 represents these categories:

Interests	Percentage of visitors
nature	17.60%
other	15.70%
cooking	11.80%
photo	9.80%
beauty and fashion	7.80%
sport	5.90%
architecture	5.90%
family and children	5.90%

Table 4.9

4.4.4 Audience

the Insights service from Instagram business page, we analysed our audience information to compare results with our results of Facebook audience, Figure 4.30 shows our audience information over insights service:

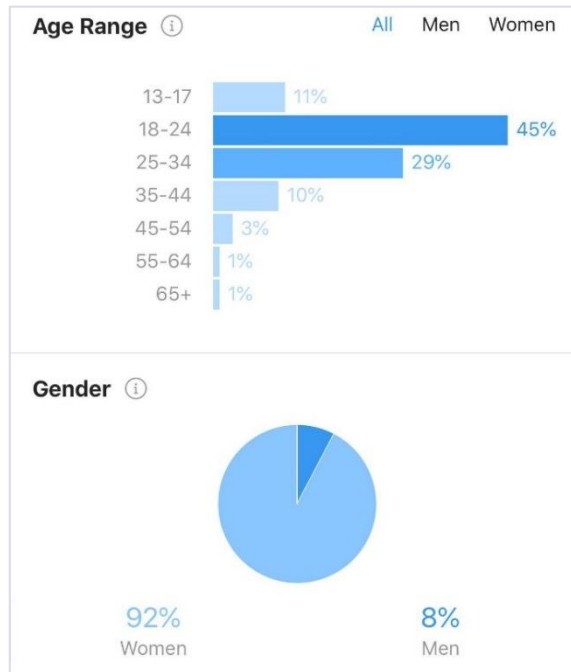


Figure 4.30

Also, by using Instagram Insights tools, businesses they can get the demographic information of followers like from where they came to your account, figure 4.31 shows the demographic information of our fans from their recorded locations:

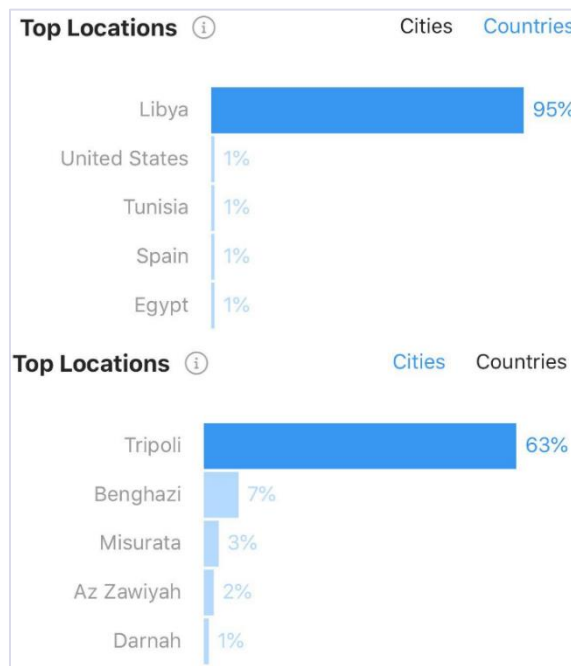


Figure 4.31

4.4.5 Ads

We mentioned before, all the important point and strategies that we covered in the part of Facebook advertising, as we have applied the same steps, and because we linked the Facebook page with Instagram, so all the results of our advertising campaigns shown within the Insights page of Facebook except one campaign we implemented through the Instagram app, we separated it from Facebook to note the difference in the results, between the ad campaign which appearing on both platforms at the same time and the campaign in which appearing on one platform just. Table 4.10 show the result data of our ad on Instagram:

Action	Number of people engagement
Visit profile	609
People reached	23,481
Impressions	34,781
Promotion clicks	265
New follows	69

Table 4.10

The budget of this ad was 6 euros for 6 days, through this ad we got more information about our audience on Instagram, figure 4.32 shows the analysis of audience by insights tool:

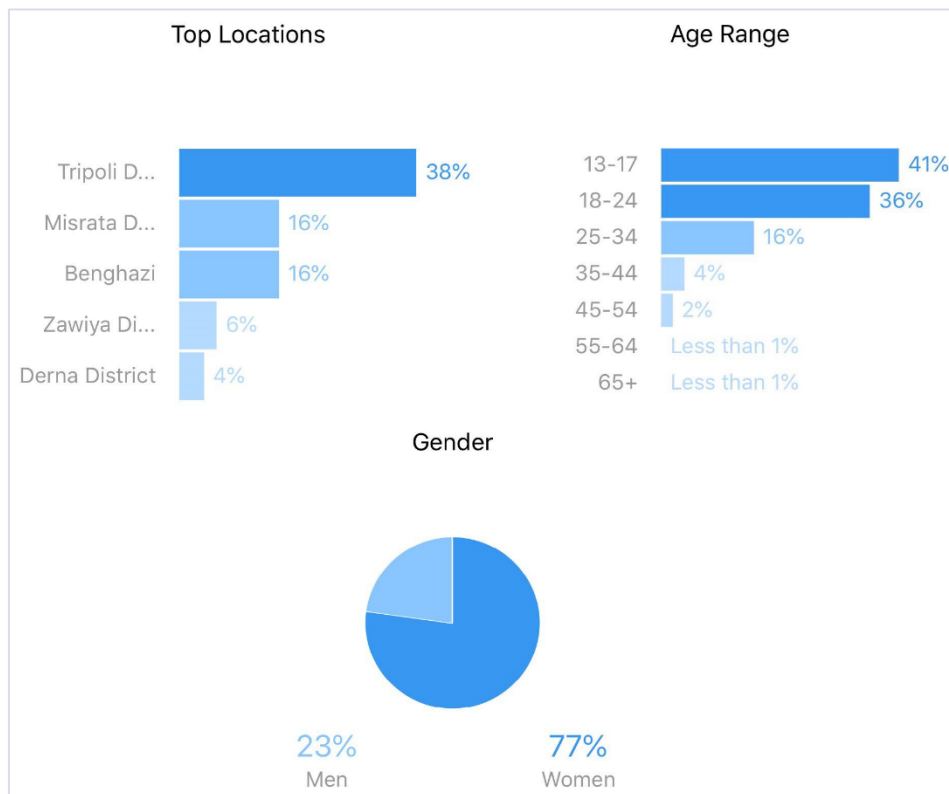


Figure 4.32

Recently, Instagram has updated the application, this update enables us to see data about each publication individually, like how many people saved the post in favourites, how many times the post was sent as a message, how many comments got, how many likes, in Figure 4.33 we can see how the application shows this tool:

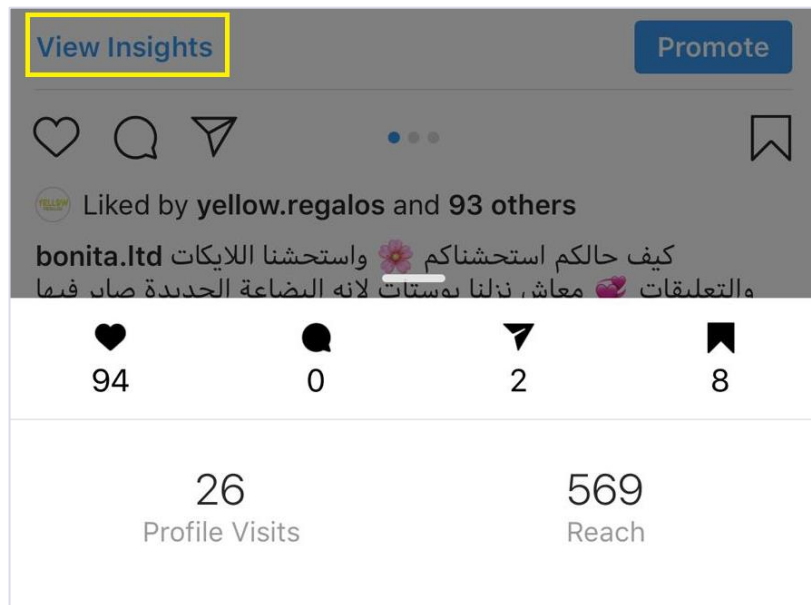


Figure 4.33

4.5 Twitter

According to what we mentioned in the previous chapter, we didn't focus to use twitter in our plan marketing especially in the first months, but from April we started trying to increase our activity through it, twitter also provides the service of link a personal account with the business account. Hashtag it's the most useful features on Twitter to bring in relevant audiences to our related products and services, and that will help big companies to spread their business. Figure 4.34 shows how a twitter business page analytics are presented to page's owner:

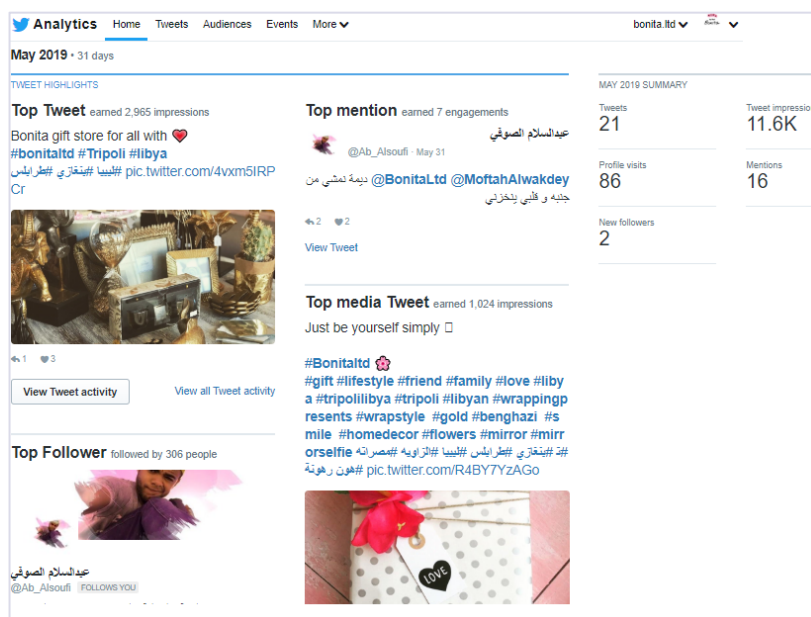


Figure 4.34

We have collected data that has helped us to increase interest in publishing through this platform. Table 4.11 shows the interaction results on twitter during the period from April to July:

Month	Tweets	Profile visits	New followers	Tweet impression	mentions
Apr	49	210	7	26.6k	1
May	21	86	2	11.6k	16
Jun	10	42	2	3.877k	1
Jul	3	7	1	1.323k	0

Table 4.11

One of our activities on twitter was using polling tool to communicate with our followers at the period when the war in Libya escalated, that's because we noticed a lack of audience interaction on entertainment and business pages during this time, that's why we asked the question to analysis and know the reasons. The question was" What kind of pages on social media you are interested and visit the most daily", the options of the answer were:

- 1.News (Local - Political)
- 2.Entertainment (Shopping-Cook-sport)

The result was 58% for the first option, 42% for the second option, figure 4.35 shows the result with how many people voted for 6 days:



Figure 4.35

4.6 Google search results

Google search engine is our target that we working on to appear through it, and as we mentioned in the introduction to our study we are still working on our website but it still looks like a connected circle, the results of social media channels, it also appears in Search Engine Results Pages (SERP), based on this basis, we have worked to optimization the visibility of our profiles.

We searched using some keyWords like (bonitaltd, gift shops libya, بونيتا), through (google.com.ly, google.es and google.uk). Figure 4.36 shows the result of the search by using the keyword "bonitaltd" in English through google.com.ly:

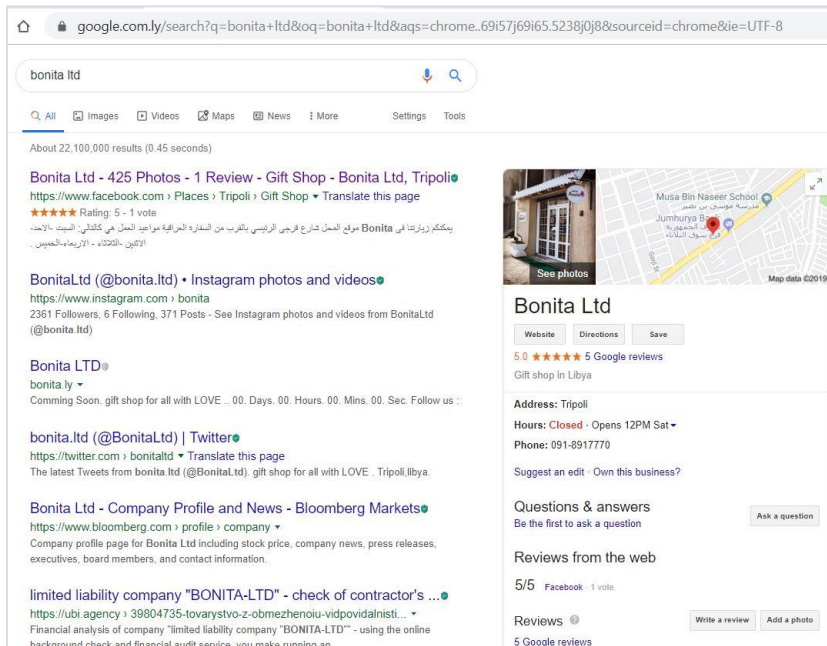


Figure 4.36

We also searched by using the keyword of bonitaltd in Arabic. Figure 4.37 shows the result of the search by using "بونيتا" word through google.com.ly:

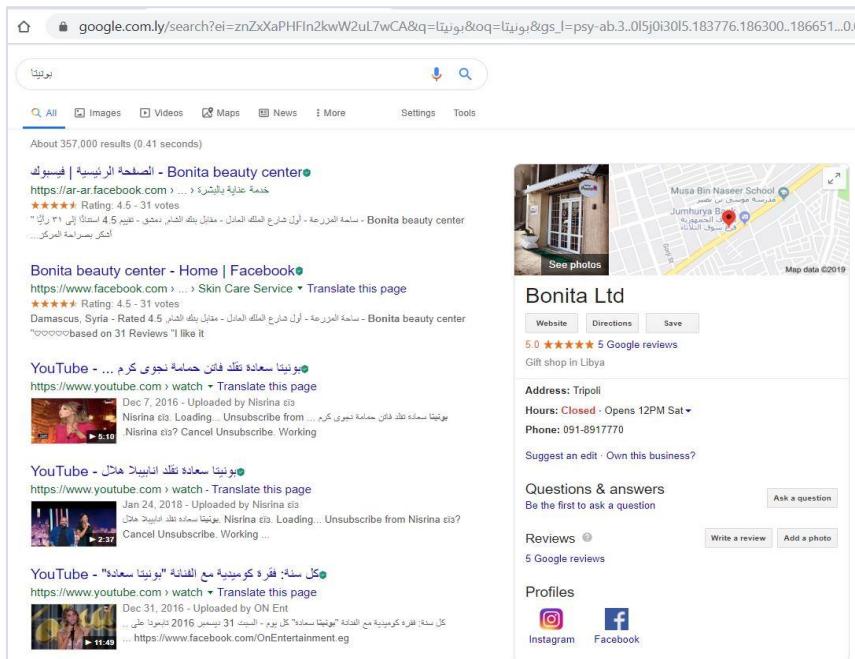


Figure 4.37

We also searched by using the keywords of "gift shop libya", figure 4.38 shows the result of the search through google.com.ly:

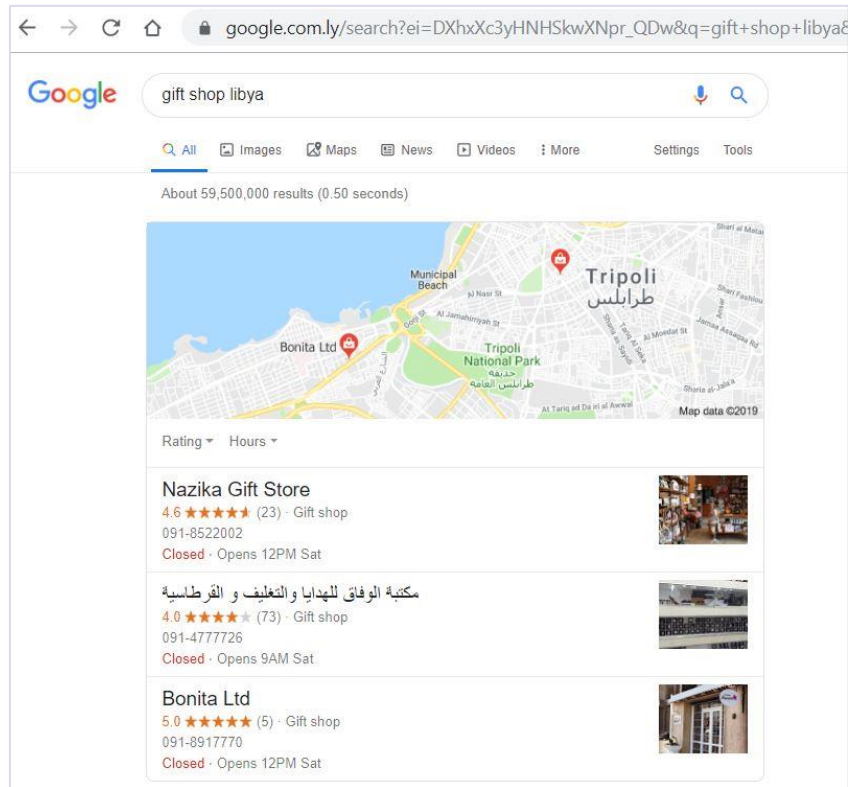


Figure 4.38

Through google.co.uk we searched by using the keywords of "bonitaltd", figure 4.39 shows the result on SERP:

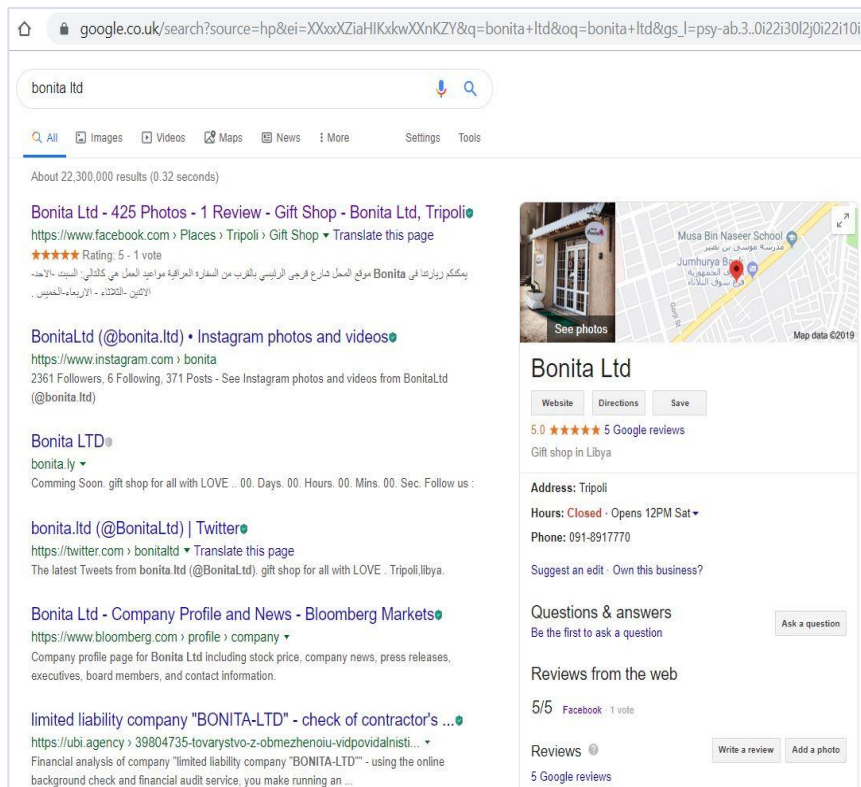


Figure 4.39

By using google.es we searched by using the keywords of "bonitaltd", figure 4.40 shows the result:

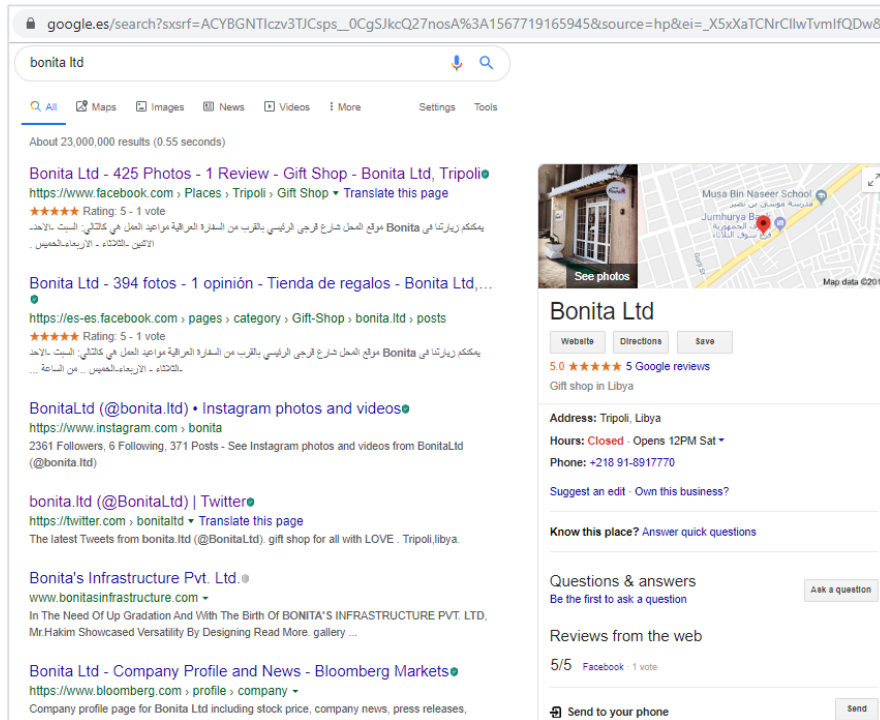


Figure 4.40

Also, we searched by using the keywords of "libya gift shop", figure 4.42 shows the result of the search through google.es:

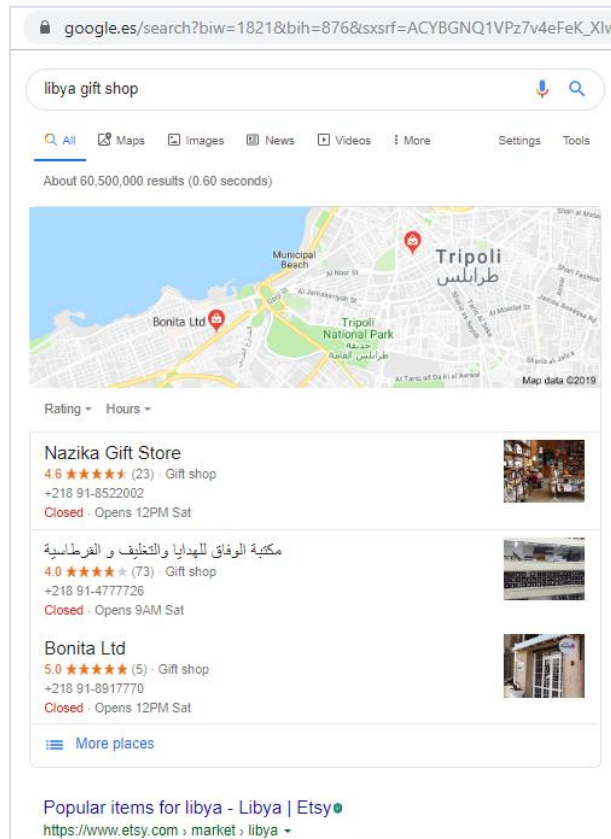


Figure 4.41

Chapter 5

Chapter 5. Discussion and Conclusions

In this chapter we will discuss our analysis according to the results we obtained, will present the analysis as a comparison, between the platforms that we worked on and talk on all the factors in each platform, features and difficulties we faced.

5.1 Technical online

5.1.1 Publish photos

- Through the comments from customers and followers on our accounts whether on Facebook or Instagram, we noticed that the quality of our published photos made a good impact on our customers, although we did not use a specialists photographer as most of the other stores owners do, and most of our photos taken by iPhone camera, we focused on the characteristics of the imaging, like backgrounds, size, corners and lighting and shadows, also we didn't use too much effects, that's made the products appearing with the same shape and actual colours, for example, when the customers come to the store, they say that the products are very beautiful on the Internet as does in reality, and that was a good indicator for us.
- Posting photos from the audience mail it has a big influence on encouraging people to buy, for example, we presented a photos of products we had imported limited pieces, because its cost is high and we displayed it at the store for weeks, we didn't sell any pieces, but once we published it on the internet the customers they came directly to the store , and during 2 days all the quantity was sold out and people continued to ask for provided it again.

Figure 5.1 shows the analytical data of this post, we can see that 940 people did click of the post, 700 viewed the post, 2,357 people Reached, and if we compare this result with likes number we find just 197 people did like, that means the rate of post likes on the page is not a measure of the process of reaching people to the store and sales:

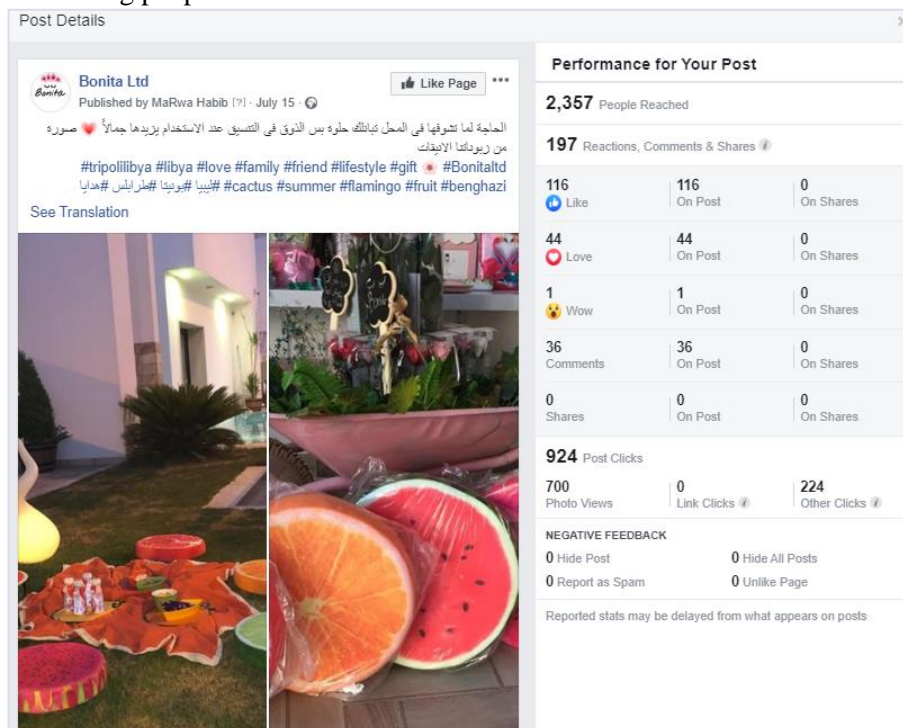


Figure 5.1

- Don't repeat photos, and separated according to the tool which wants to use to publication, it means specify photos for publication across the story and another group to publishing photos with a text post, to keep the audience interested in following our published through all the tools on the platform, this is what we reached during our work, some products did not post as a fixed publication, but when we published it through the story tool, It's ordered directly via page mail.

5.1.2 Publishing rate

- Through analysing the publication rate during April in Table1, we noticed that whenever the publish rate during the day decreases, the rate of the number of viewers and the rate number of page Likes increases.
- The best rate to publish during the day is from 1 to 3 posts per day spread through the off-peak and depending on the nature of the target audience routine.

5.1.3 Publish video

- In the previous chapter we talked about the reason why we didn't not focus on video publications, after analyzed the results on Facebook and Instagram, we found It conforms with the initial analysis, which was dependent on not focus to use video for the reasons that we had mentioned before, such as the high cost of services and the weakness of the internet speed, from table 3 we can note that the highest view rate was 88% for autoplay, while the highest percentage in click to play was 25%, we think the number of people who played videos automatically they are not experienced in using the app or the website of Facebook it's the same thing, so they didn't know how to deactivate this feature.
- The same thing for Instagram the only difference is that in Table7, the highest view rate was for a video which has a minute, and it is the longest one. We think the reason is that the video shows all the store details and products, from the comments and messages on the page we noticed, that many of our followers wanted to see the store in a video with full details especially those from the other cities outside Tripoli, who could not come to the store personally .

5.1.4 Hashtags

We will divide the analysis into three points for each platform:

- **Facebook:** Although we got results from our search on Facebook through use hashtag, the users in general and in Libya in specific, still do not realize the effectiveness of use hashtag correctly in their searches. In our case, according to our analysis, the young people that keeps up with all new of technology they can use it easily, but the older ages and housewives don't care very much using all the tools in social platforms, they prefer to use traditional browsing and searching by keyword, it's the easier for them, but we adopted to use it in our publications, although we do not notice any effects of it on Facebook, but because as we mentioned before that's we want to guide people to use it and faster access to the product and categories.
- **Instagram:** Instagram is the most platform we have benefited from, through use Hashtag in our publications, the simplicity of the application design makes use of hashtag easier for people, that's because there aren't a lot of tools like what's on Facebook and other platforms. Instagram is simple to use, so we find teenagers and young people of age preferred it.

Our analysis was based on the notices, that the app shows us during each publication, we add a different hashtag depending on the details in the photo of the post, we noticed arrived people from all the world, whether through the likes or comments, figure 5.2 shown a sample from the comments of commercial accounts that interacted with our publications without following us, they reached to our account through following the hashtag which has most popular Keywords we used:

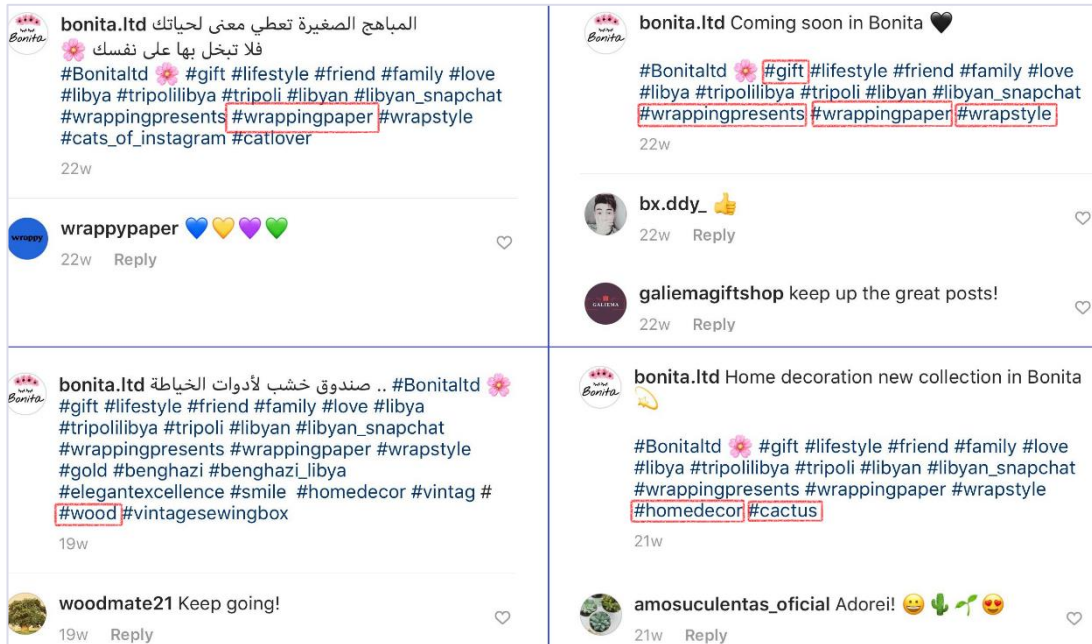


Figure 5.2

Also, from our analysis of hashtags, noticed that when we started using keywords with the Arabic language, more people accessed to our account through these hashtags, and also an increase the number of followers, especially from Libya.

- **Twitter:** We were not active much through Twitter, although it's the first application for using the hashtag, but in Libya the proportion of users not much, according to analytics statistical sites of social networks, also, through the social information that we have collected before we start in the project. The majority who using twitter, is people that care about social news and political news, so we think that's why we didn't notice much interaction although we used many hashtags, which is always use like #Libya, #Tripoli, #طرابلس, #ليبيا, #Benghazi, especially in the circumstances of the country, as this hashtag is used daily to transmit the news between all Libyan cities. But we think that Twitter is effective in the advanced stage of development the project not at first because it is an application that depends on writing a short text and support hashtag, but in our case, it was not useful for advertising and display pictures as on Facebook and Instagram.

5.1.5 Ads

- From the beginning our goal was, is spreading by using organic marketing strategy, and not to rely on paid methods to get followers and visitors, we know this is not easy, it needs patience and more time, but we want to have a permanent audience and customers interested in what we offer. But on the other hand the marketing and advertising an essential part of any project, as we mentioned in the introduction to the study when we talked about traditional marketing



methods, we found that for the small projects which are still at the beginning of their business, the best way to start is through the internet, we believe that e-marketing open up the ways to spread in short time, this is what turned out to us through our case study, what we have achieved in seven months, we will not have achieved it If we relied on using traditional marketing methods.

- The budget we spent on our advertising campaigns were not great if we compared to what big companies are spending in their ads, we tried to take advantage of the ads with the lowest cost, that's through social networks in two directions, first one is increased the followers, the second one is increasing the proportion of sales, by motivating people to come to the store through those ads.
- For advertising campaign results, it was good, according to Facebook analysis reports, but for the impact on the proportion of sales, we did not notice a significant difference between the campaign which we spent 27 euros, and the campaign that we spent 3 euros, it was interesting that in the last advertising campaign, the total advertising cost is 3 euros, means 1 euro per day and the ad period was 3 days, we offered a set of bags for children, we imported about 40 pieces, we did not expect that, people turnout of this product, because it is not common type in Libya, but from the first day of ad the people came to the store to buy it, also through the page messages, we sold by use delivery services, which in our case, represents the sales by internet, during 3 days of ad, all collection was sold out, figure 5.3 shows the ad on Facebook insight page with the details of analysis:



Figure 5.3

Also we would like to note that, in this ad, as shown in Figure 4.3 with a red colour, we wrote the price with the ad description, we think that, writing the price has increased the reaction rate from

people, because we don't write prices through our online accounts, this is because when you write the price of a product which has high price, then people will think that all our prices are high, for example, if they see this publication of the product with the price, which maybe it's not suitable for their budget, and they will think that everything in the store at the same level of prices, this happened with us in more than one case with customers, they were surprised when they visited the store and saw the prices, they thought the prices are expensive, so that's Why we decided not writing the prices, with this strategy we will be able to target online audience to coming to the store personally.

For placements the automatic option that we used for most of our advertising campaigns, it was good but the number of people targeted it was over through Facebook, although the ad appears on Instagram the same proportion of placements, according to Facebook business page data, that we talked before about it, also when we separated Instagram ads from Facebook ads, we got more interaction and more followers on Instagram, that is why we think that, if you choose to appear according to Facebook divisions by auto placements the interaction will not be equal between the platforms, the result will be better on Facebook than Instagram.

Seasonal marketing is very important to implement ads, it had clear impact of the results, through insights page we noted the how the interaction rate on the page, it was high in two periods, at valentine's day in February and in June at the beginning of the summer season, in this periods, we made ads campaign for a new collection in the store, and it was reflected directly on our sales rate, in figure 5.4 we show the total action on the page from December 2018 until August 2019:

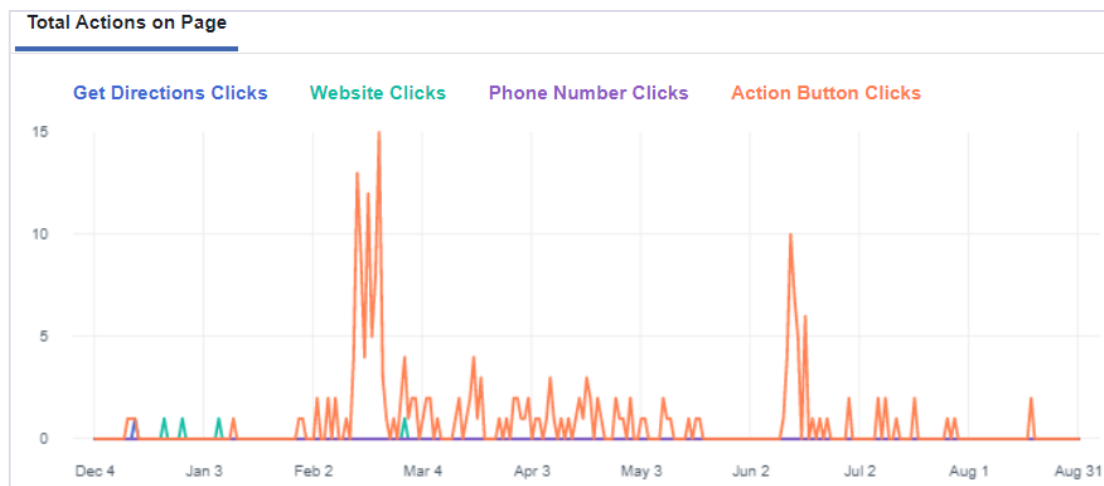


Figure 5.4



5.1.6 Time of publication

For the time of publication, in our study case according to the situations and conditions in Libya, and the cuts in electricity for more than 17 hours, it was very hard define what is the best time that people using the Internet, because it is connected with the return of electricity and network coverage for mobile phones, since there is no fixed timing with this problem, but we tried to determine the best times according to the results of the analysis of people access to our publications via Facebook . Figure 5.5, shows the best time for publication per day in our case of Bonitaltd:



Figure 5.5

After comparing the result of many weeks, we reached that the peak time when most of the audience is online between 1:00 pm to 3:00 pm, almost daily, the activity rate starts at 3:00 am, continue until 4 pm, then the rate will continue to decline to be up to the lowest level at 9:00 pm, which is the time of sleep for staff and the students who represent the majority of our followers, after, at 11:00 pm, the audience start active online again.

5.1.7 Messenger

Message service whether on Facebook or Instagram, it is an alternative way for an online sale by card payments, this because the online shopping in Libya still cannot be made on internet directly via cards payments on the websites, because purchasing by international cards such as Visa and Master card are not available, to complete the online payments on the websites in Libya, which is doesn't support this type of services in Libyan banks. For example, the system which currently supported by the banks in Libya to complete the purchase from stores instead of cash, it's a payment service that provided by a telecommunications company, called SADAD, it's a mobile service based on a program running on Android and iOS systems, but this service depends on the availability of the Internet in your phone or device.

So there are many commercial projects depends on the creation of pages on Facebook and Instagram to display their products or services, then the sale processes are done by agreements and bookings through the page's messenger, then the purchases delivered to the customers by using the delivery service which is provided by most of the stores, through agreements with delivery delegates, or specialized companies to deliver to all Libyan cities like what we are using in our store.

One of the most important points that made an impact on targeting customers and motivate them to come to the store through the conversations via Messenger, is choosing the right person for the task of responding to messages, that's because it has an effect on the reputation of the store, plus increases the probability to complete the purchase process. In figure 5.6 we show the percentage of Bonita sales according to our reports from February to August 2019:

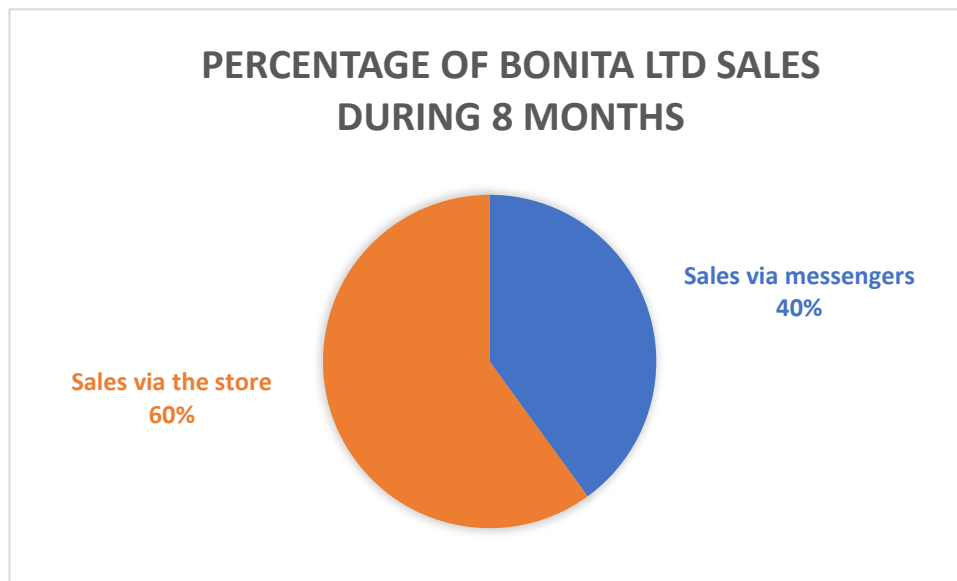


Figure 5.6

Dealing with customers by writing it's really difficult and not everyone has this skill, our consumers came from different segments of society, it requires to be patient and intelligent to deal with many different kinds of people and customers, in addition consumers prefer informal style of scripted dialogue, and the employee which perform this task must be well educated and able to speak and write Arabic and even so in English at some points, because we noticed and received many criticisms from costumers to the page managers about the bad writing whether in publications or when we replies to the messages.

We have been told by experts knows well and better about the Libyan market, they have advised us to stop using the online delivery and selling by messenger service, they want us to make followers come in person instead. Thus, they can be enticed to buy more pieces.

So we asked our followers a question by pool tool, to know how many of people prefer this service, the question was, "what method they prefer to use to complete their purchase", the answer was choosing between the two options, "coming to the store or use the delivery service across the



page", the result was almost equal between those who preferred to come to the store and those who preferred use delivery service, and that corresponds with our sales reports, as proportion of sales by the two methods is almost equal. Figure 5.7 shows the percentage of the voting result via Facebook and Instagram:

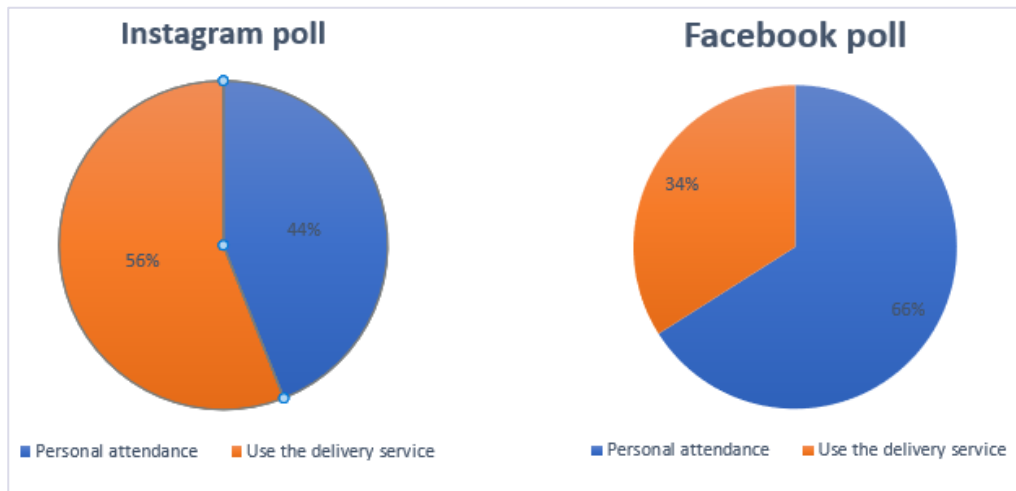


Figure 5.7

Many of our consumers prefer to buy from the store instead of buying online, and we can shorten their reasons in three points as follows:

- I would like to see the product in fact.
- I don't find confidence in the online offers.
- I would like to see all the offers in the store for the possibility of changing my opinion on the purchase.

5.2 Technical offline

We have mentioned in chapter three, that we surveyed to get information through the customers offline to make a comparison between these results and the results of the audience online, like the ages and gender of our customers, figure 5.8 shows the survey results of the age categories and gender for our audience:

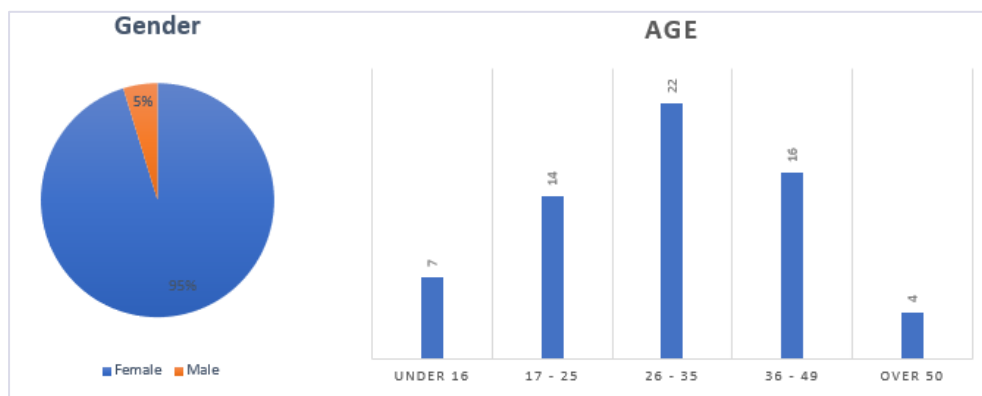


Figure 5.8

like what we mentioned in the introduction, our target customers are the teenagers and middle age, which represents the idea for this project, the ratio shows that the highest values for the categories between 16 and 35.

And the result of analyses shows that the online audience, was between 13 to 24, figure 5.9 shows the result of our online audience categories:

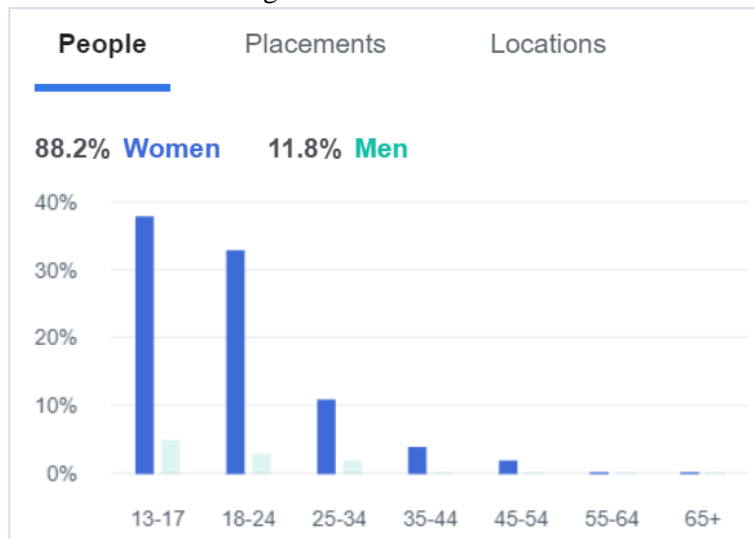


Figure 5.9

We think that the simple difference between the two results is because the people who voted via survey in-store are often mothers or older age people. While the online result starts from 13 years old because this age is often active on social networks more than mothers, and most of the mothers prefer to come to the store. In addition, they are often the ones who write their information in the survey.

Also through this survey we asked a question, was the most important information we need to know in our study, the question is how did you hear about us, the highest percentage was for through the road, followed by a friend's recommendation, then the third result was 21% who arrived via Facebook, 9% through Instagram. This ratio shows us how Facebook is a powerful source to spread the new business projects, and on Instagram, the result was low because we believe that the advertising campaigns via Facebook were more. Figure 5.10 shows the ratio of voting of each choose:

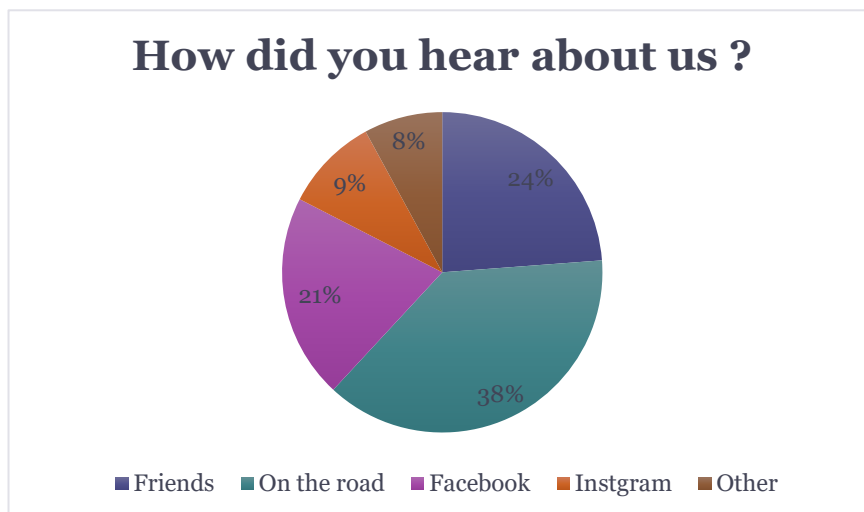


Figure 5.10

The ratio shows us how Facebook is a powerful source to spread the new business projects, and on Instagram, the result was low because we think that the advertising campaigns via Facebook were more.



Conclusions:

Main objective

Analysis the strategy of a small local business in Libya to make known how through digital or online promotion a "physical" or offline business, as well as how development in the first months of life.

The purpose of this thesis is to help Bonita ltd gain practical knowledge about how to use social media as marketing tools in the first months of life. In addition, the researching to know what kind of social media networks that can bring benefits to Bonita ltd, considering of the situation in Libya and the costumer's behavior.

Through this thesis and from our analysis, we came to a deeper understanding, of the strategy to motivate the consumers who research online, to finishing their shopping process offline in the store, by use social media networks. Also, we were able to identify the most important factors that help in the development of new small business online.

According to our analysis and results, we concluded that Facebook Services including messenger and Instagram are the most suitable social media platforms for Bonita ltd, and based on our statistic information, Twitter was not an efficient marketing channel in case of Bonita ltd at least nowadays.

YouTube considered one of the best platforms for marketing after Facebook and Instagram for Bonita ltd, according to the statistics of using social networks in Libya, but because it's dependence on video, that makes it difficult to use in our case, for the weak service of Libyan networks and because it's expensive, but we will pay an attention to marketing through it in the future phase of the project.

The company needs to profit the use of SEO through their social networks to increase their brand awareness, as all the informations should be about the company, must consistent with their chosen social networks, like the company logo, name, location, contact detail, on all platforms must be addressed with the same contents .

Also, by using hashtags constantly on the social media networks, the companies will ensure their profiles appear on the top of results in search engines. Continue to use the hashtags are important to increase brand awareness across social media like Facebook, Instagram and Twitter, it's not just to the gained audience in the social networks, using hashtags can help companies to appear on other popular search engines like google.

In the first months of our analysis, we didn't get any results for Bonita ltd on google engine, later when we started working to optimization the profiles of Bonita ltd on Facebook and Instagram. We saw the results appears on google, whether searching via Google.com.ly or by using other domains. This represents the success of our goal that we sought in this thesis.

Secondary objectives

- Study the business context and the target audience of the case study.
We came to understand the nature of your target audience more, and we got the most important points to make a successful relationship with them. By communicating with them through the comments and messages or personal communication. It's better to start conversational with them kindly and be patient, to motivate them to give their views of what we offer comfortably and without formalities. And accept their opinion whatever it was, even if they criticize our products.
- Analysis the growth process of a business Observe the contribution made by different online marketing techniques to the promotion of a physical business.
Achieve this goal came according to the volume of sales that we have achieved by online marketing, and the number of orders we have delivered to the costumers from different cities in Libya, since the second month from opening. The results of the analysis that we presented during the study from Facebook for businesses pages, shown the growth rate that happened from the first month after the opening. And according to our reports from the sales department, which emphasizes the contribution of our activities by social networks on sales operations that happened in the store.
- Make comparisons of the results of digital marketing actions between different platform.
We made many comparisons between the platforms that we have identified to conduct this study, and we came to know how we can take advantage of the tools of each platform. At the beginning of this thesis, we displayed the platforms that we created profiles of Bonita ltd through it, but we identified Facebook, Instagram and Twitter to conduct analyses and comparisons between them. Through our analysis of our audience, we noticed that for each audience platform have different. For example, Facebook is the most popular platform for all ages, but older people are the most category active across it. While the audience on Instagram, the majority are teenagers. Because it's considered more flexible for them. As for Twitter the majority of users of this platform in Libya they are practical class, who prefer this platform to follow the news and cultural themes and they don't care about shopping a lot. For this, we had no interaction the spread is noticeable through this platform.
- Access through the analysis to know what the most important factors applied, succeeded in the marketing plan according to the environment and the culture of the target audience.
We came to know the factors that affect the Libyan customer, according to their cultural background, and we were able to create alternatives for the marketing strategy, which was difficult to implement in Libya according to the circumstances it's going through.

For example, using competitions it is considered an influential factor that we have applied, it had an impact on Bonita ltd advertising and to gain followers, also the rapid response to the consumer's messages, by using the technique of automatic reply in times of non-service, to keep maintaining customers. We decreased the use of video publications, so our followers can see our posts without having to consume more cost of internet service.



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