

SOCIAL MEDIA MARKETING IN VEGETABLE AND ANIMAL RESOURCES ENGINEERING

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Abstract

The paper aims to analyze more recent informatics methods and tools that could help small owners (from Agriculture, Forestry, Livestock or Agro-tourism) to become more visible in the virtual space. There are explored in particular, cheap and localized solutions of these tools, with an emphasis on social networks.

Key words: social media marketing, facebook, google+, agritourism

INTRODUCTION

Entrepreneurship is the engine of the economy. According to the Global Entrepreneurship Monitor for Romania (GEM Survey Romania), published annually in the period 2007-2014 by a team of the Faculty of Economics and Business Administration (Babeş-Bolyai University), in the year 2013 the young people up to 35 years old represented the majority of those intending to develop a business in the future (GEM Romania, 2013: 37, The Profile of Romanian Entrepreneur). Moreover, (GEM Romania, 2014: 20) shows that out of the total of entrepreneurs with established experience 12.5%, actuate in the extractive sector (farmers, forestry, fishing and mining) while from the total number of start-up entrepreneurs Early-stage), 27% actuate in this sector.

In any case, GEM Romania for 2012 (GEM Romania, 2012: 31) shows that 53% of the start-up entrepreneurs and respectively 62% of experienced entrepreneurs didn't use modern technologies (more recent than 5 years).

Unfortunately, at the level of year 2014, only 41% of the start-up entrepreneurs used very new technologies (no older than 5 years), while only 20% of the experienced entrepreneurs use the same technologies. This is the reason why this issue has been approached as being of topicality and usefulness for Romanian entrepreneurship (Table 1).

Table 1

Distribution between Romanian start - ups and experienced entrepreneurs in the period
2012-2014

	Start-up entrepreneurs(TEA ¹) who don't use modern technologies	Experienced entrepreneurs(EB ²) who don't use modern technologies	The majority of those who intend to develop business	Start-up entrepreneurs(TEA) in the extractive sector	Experienced entrepreneurs (EB) in the extractive sector
2014	59%	80%	25-35 years (26%)	27%	12,5%
2013	53%	77%	25-35 years (29%)	21%	7%
2012	53%	62%	25-35 years (31%)	18%	18%

At the same time, the use of virtual space to promote image develops globally at a sustained and multi-dimensional rhythm: sites, blogs, video broadcasts (youtube, vimeo), news feeds and social networks, all on PCs, tablets and mobile phones. The community of marketers is looking with feverish solutions with high ROI³.

In this regard, annually, starting with 2008, in Bucharest is held ICEEFest (Interactive Central and Eastern Europe Festival), a Regional Marketing Online Conference; it is complemented by training sessions, debates and exhibitions, and since 2013 ICEEFest Academy has been launched, a collection of speakers from the Conference, which functions as an eLearning tool, partly free (iceefest.com).

Other variants of study and information are portals at subjects: Social Media Today (socialmediatoday.com) or Top Rank Marketing, provided that these are not institutionalized. Top Rank Marketing sells its own SmartCharts rating kit (Odden L., (a)) and publishes Top Rank Blog (toprankblog.com), considered to be the most influential marketing blog by several American institutions such as the Content Marketing Institute.

MATERIAL AND METHODS

The key question the study is trying to answer is what solutions does the small entrepreneur have at hand to promote inexpensively and well? The analyses of scientific literature as well as studies in the entrepreneurial area highlight the following key issues. Websites and Social Networks are the two major options. In this paper we focused on Social Media Marketing, which after (Chi S., 2011), apud(Isoraite M. 2016), "defines social media

¹Total Early-stage entrepreneurial Activity (less than 3.5 years)

²Established Business (more than 3.5 years)

³Return on Investment is the ratio of the Net Income /Investment expressed per cent

marketing as a connection between brands and consumers, offering a personal channel and currency for the user, centered networking and social interaction."

RESULTS AND DISCUSSIONS

Social networks.Popularity.

A first aspect in the use of social networks is their popularity. The GemiusAudience study for May 2017 (Gemius, 2017), Fig. 1, found that the most popular social networks in Romania were Facebook (80%), Pinterest (11%), Instagram (10%), LinkedIn (9%) and Twitter (8%). measuring site's visitors both on desktops and laptops.

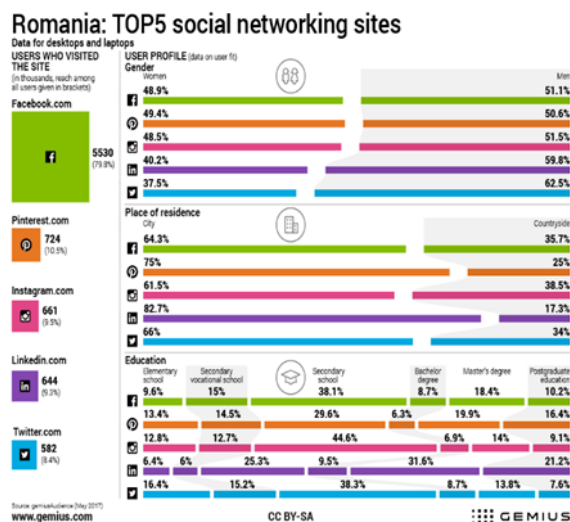


Fig. 1 Gemius Audience Study 2017

announced in January 2014 7,000,000 users, in October 2016 8,800,000, and on 10 January 2017 9,600,000. In Fig. 2 can see the dynamics of the number of users, and in Fig. 3 their distribution by age.

Are the small entrepreneurs' users of Facebook? Do they live in cities or rural areas? Facebrands doesn't tell us, it's an issue that remains to be investigated. What can be calculated is the number of users who have declared their location as outside the city; on 29 September 2016 out of 8,651,800 users who have set their location, 72.87% have declared themselves as inhabitants of the 89 cities (out of the 320 currently in Romania). For comparison, Google+ had modest performances at the beginning of 2014, according to gplusdata.com (gplusdata.com), 91,000 users. According to socialmediatraining.ro (socialmediatraining.ro), during the same period on Twitter we have about 65,000 users, a number similar to the number of Instagram users (uncertified information, we didn't find independent and free traffic auditors).

Another indicator to characterize the volume of potential customers is the number of members/subscribers of a network. We will still refer to the virtual space of Romanian speakers.

Facebook: The free service to monitor Romanian pages created on the social network Facebook, facebrands.ro (facebrands.ro) (Pro.facebrand.ro being the commercial version),

Types of interactions on social networks:

- Likes. A Like represent a manifestation of adhesion to the displayed message
- Comment. Comments represent real, positive or negative feedback on the content displayed. Unfortunately, it's much harder to count than the Likes or Shares.
- Shares. Shares are truly the carriers of a marketing potential, through this operation the user being able to broadcast content displayed to the public or to a subset of friends.



Fig. 2 The Number of Romanian Users Evolution between 1 Jan 2010- 10 Jan 2017, Source: <http://www.facebrands.ro/>

Being in an apparent impasse, Google sought to attract entrepreneurs to its side. Google Inc. is an American software company that debuted with the search engine, then developing e-mail, Chrome browser, Google Drive, and Android smartphone operating system.

Google+ is a social network built on the same principles as Facebook; it also has the ability to create groups of friends (circles) with which the owner can share different content in a more convenient way than Facebook, as well as the possibility to create communities based on common interests; it also includes chat and video hangout (Google+ support).

Google+ Pages is the extension of the Google+ social network from individuals to businesses. It has the following functions:

- support for share information, articles, photos and videos; events and promotional campaigns

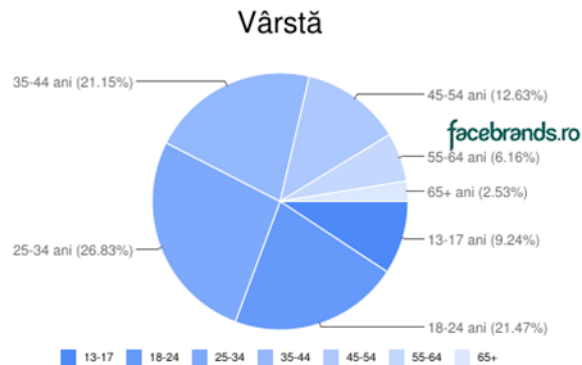


Fig. 3 Romanian Users Distribution by Age at 10 Jan 2017, Source: <http://www.facebrands.ro/>

- sharing on circles allows users to be grouped according to different criteria: geographical area, age, or other criteria as customers / own employees
- video conversations, for example, to give additional information to customers
- promotion through: Google+ Direct Connect, Google+ Badge, +1 Button
- measuring by: Ripples, Google Analytics, API Inputs.

Although Google+ has benefited from improvements in user experience, things have been quite cumbersome since their debut.

A study at 6 month from launch (Pardot, Fig. 4) shows that Google+ appears to be more popular among technical amateurs, younger men posting, versus people who rather give Likes on FaceBook. On his blog Jeff Bullas (jeffbullas.com) notes the weak interaction between members, despite the large number of subscribers, and another study in January 2012 (Skipser) shows Google+ 1 point away from FaceBook, even in the rankings of sites, created after the sophisticated Google Page Rank algorithm. In a study on period 2012-2014 (Redondo T., 2015), Google+ doesn't even appear (Fig. 5). Despite some attempts to integrate into various activities, such as higher education (Oberer B., 2012), it seems that the situation is still unchanged at present.

The content of online marketing

According to Odden L. & Misikanis S., specialists in digital marketing, who own TopRank Online Marketing Blog (toprankblog.com), one of the most prominent in the field, which is broadcasted through Feedly and Flipboard news feeds, 3 are the ways lead to successful distribution of the offer:



Fig. 4 Comparison Google+ vs FaceBook in Jan. 2012 (at 6 month)

1) customer mapping and what influences them; understanding how customers (social media users) discover and consume content is closely related to the motivation that makes them act;

It is essential to know the answer to two questions:

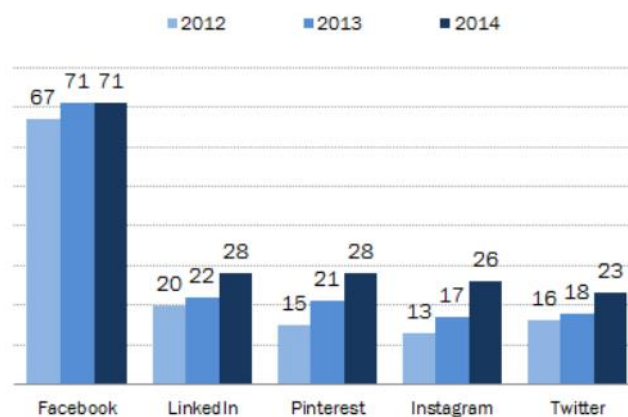
-in what measure the customer asks questions and engages in online discussions about our product / service

-who / what are the sources of influence in the social network of our clients?

By knowing this information, we can offer more useful content to our customers as well as those who influence them (content related to our product / service) that they are motivated to distribute

Social media sites, 2012-2014

% of online adults who use the following social media websites, by year



Pew Research Center's Internet Project Surveys, 2012-2014. 2014 data collected September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+.

PEW RESEARCH CENTER

Fig. 5 Pew Research Internet Project apud Redondo, (2015), the percent of internet users by years and sites

2) in the early stages of social media use, the content was characterized by the "me and me only" paradigm, when the company only distributed information about product / service to someone concerned with building a community; this is an outdated optics; the sharing of product / service information is appropriate only if:

-it is about information rather than useful promotional

-there is a balance between the useful aspect that should be 50-75% and the promotional one

-the content is packaged in a fun form

As customers relate primarily to the type of product and the brand they want to know more about, and only then the product / service that is being promoted, it is not appropriate to distribute 100% promotional material; Also, the information transmitted should be current, relevant, and to make him think about it in the interests of the audience.

3)enhances customer experience

-the discovery, consumption and sharing of content must be easy, enjoyable and satisfactory to members of the distributor's community;

-there are software tools that audit the user experience, e.g. smo.knowem.com (which analyzes whether the page is optimized for FB, G +, LinkedIn, and Twitter), and identifies opportunities to improve the social media marketing program (8).

Their opinions are shared by other researchers. According to Coleman J., 2013, although Facebook has more than 1 billion active users per month, and 46% of entrepreneurs use social media to connect with existing or potential customers, and 88% of marketers say they have managed to generate company exposure, question number 1 in marketing remains "How can I measure the effect of Social Media for my business?"

CONCLUSIONS

According to the data found, a low percentage of entrepreneurs in the field of vegetal and animal resources use new and very new technologies. On the other hand, the studied field suffers from the lack of relevant information. For example, we couldn't identify an independent institution in Romania to monitor according to transparent criteria the number of users of the main social networks and to disseminate the results free of charge, as the Romanian online press owns. A consortium made up of the main media actors constituted an association, the Romanian Audit Transmedia Bureau (BRAT), which deals with both independent and standardized circulation measurement (SNA Audience Survey) as well as web site traffic of newspapers (The Internet Audience and Traffic Study SATI) providing information that is recognized as accurate and current.

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