

LYIT

Interactive and Social Media Applications

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Introduction

Group Members

The members of the group are Laura Boyce, Sarah Mc Brearty and Kathleen Mc Court.

The Project

The aim of this project was to show how a business can effectively promote itself through the use of interactive and social media tools. We completed this project to help us understand how a business can benefit from using the tools that are available to them through the use of social websites such as Facebook, Twitter etc. a business can generate awareness of the product/service that they provide, increase their customer service, undertake market research, to communicate with their customers and develop a loyal customer base. We set out to discover if getting the public to engage with a business online, would it help to generate an awareness of the business to a larger audience. In today's economy, as the business world is quite web-based through online shopping etc. it is important for new and existing business' to create an online presence to continue to be successful in the current environment.

Sugar Rush

Our business was Sugar Rush. Sugar Rush was a sweet shop with a special effect. Our product was like no other – you eat a sweet and become superfast. You could experience speed such as Sonic the Hedgehog or Mario. You will never be late for anything again.

We chose this business idea as we believed that we could promote our business online by sharing samples of our products and the effects that they have.

Roles

We did not have any specific roles set out. We worked together as a team on all aspects of the project. We were all responsible for the management and updating of the social media tools that we used to promote our business.



Methodology

Facebook

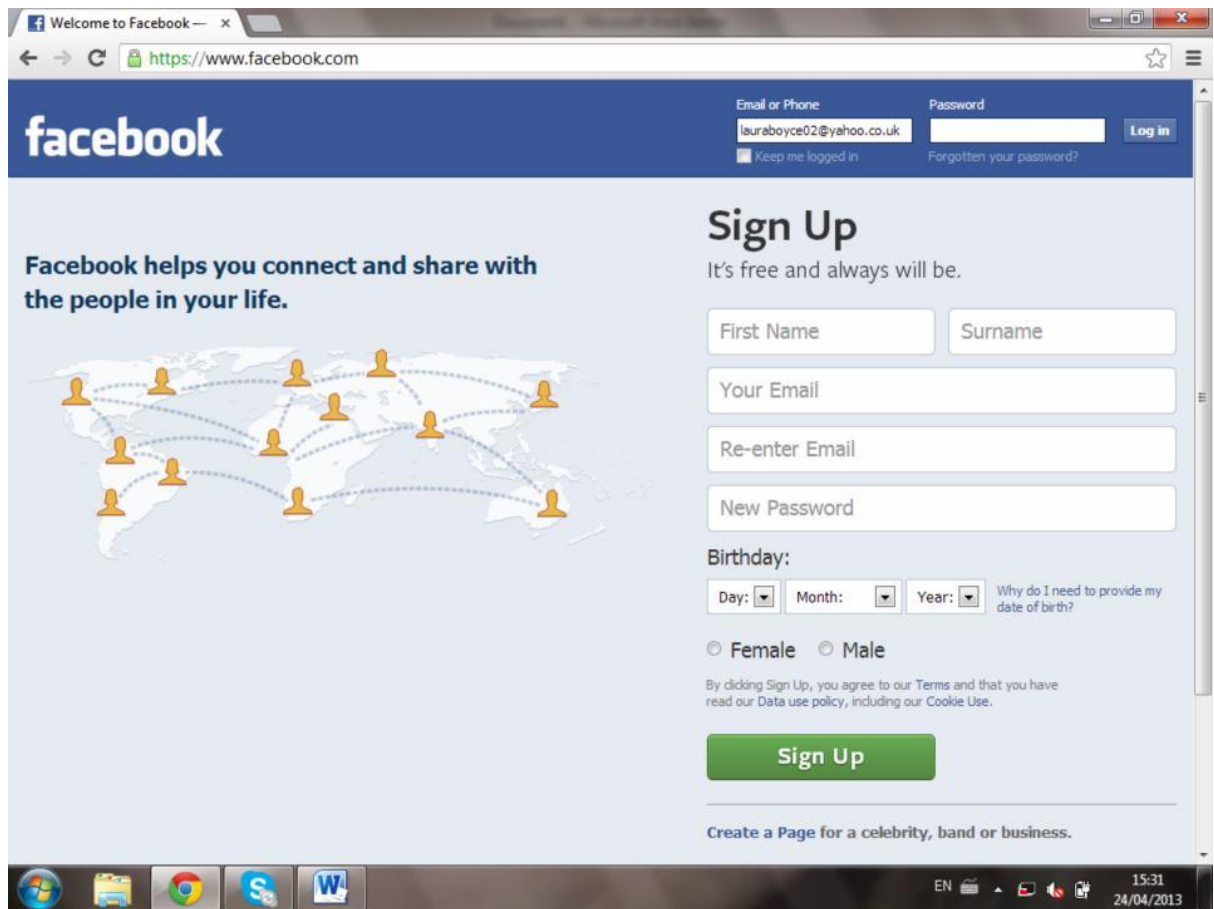
Facebook is a social networking site, which was founded in 2004 by Mark Zuckerberg. It is one of the most popular social networking sites as it currently has more than 1 Billion users from all over the world. Facebook can be used by many different people for different reasons. Some may just use it to stay in contact with friends and family, while a business owner may use it to market their business online to reach a larger audience. It is a good tool to use to stay connected with what is happening in the world as you can subscribe to celebrities, news, sports etc.

Facebook for Business

Many businesses have begun to use Facebook to communicate to potential customers. A business may use Facebook to generate awareness of their business, improve their image, to provide excellent customer service and to demonstrate the benefits of their product/service to the public. It also allows for market research and new ideas to be generated as identifying what the customer desires is less complicated. It is also a cost free method to advertise your business.

Setting Up Your Businesses Fan Page

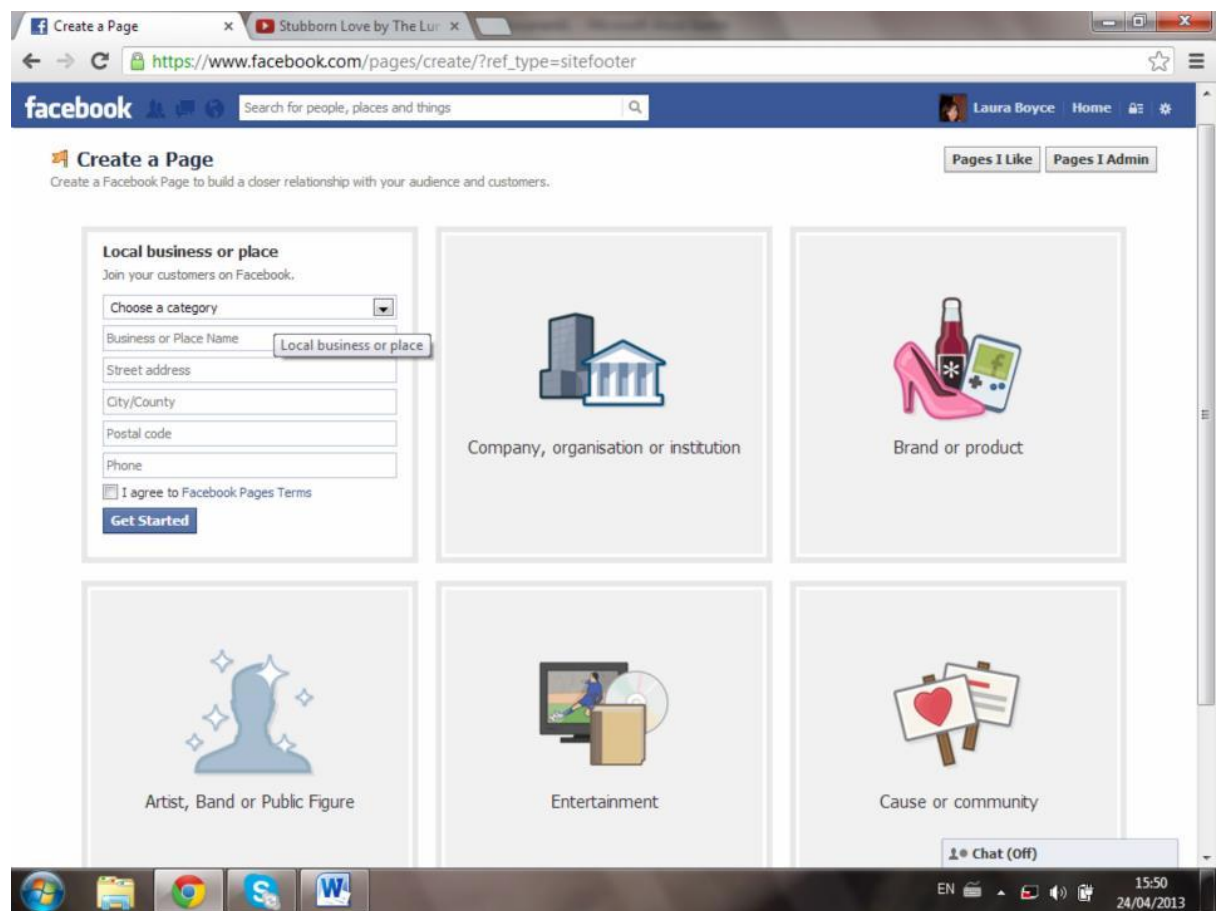
1. Sign in with your own Email address.



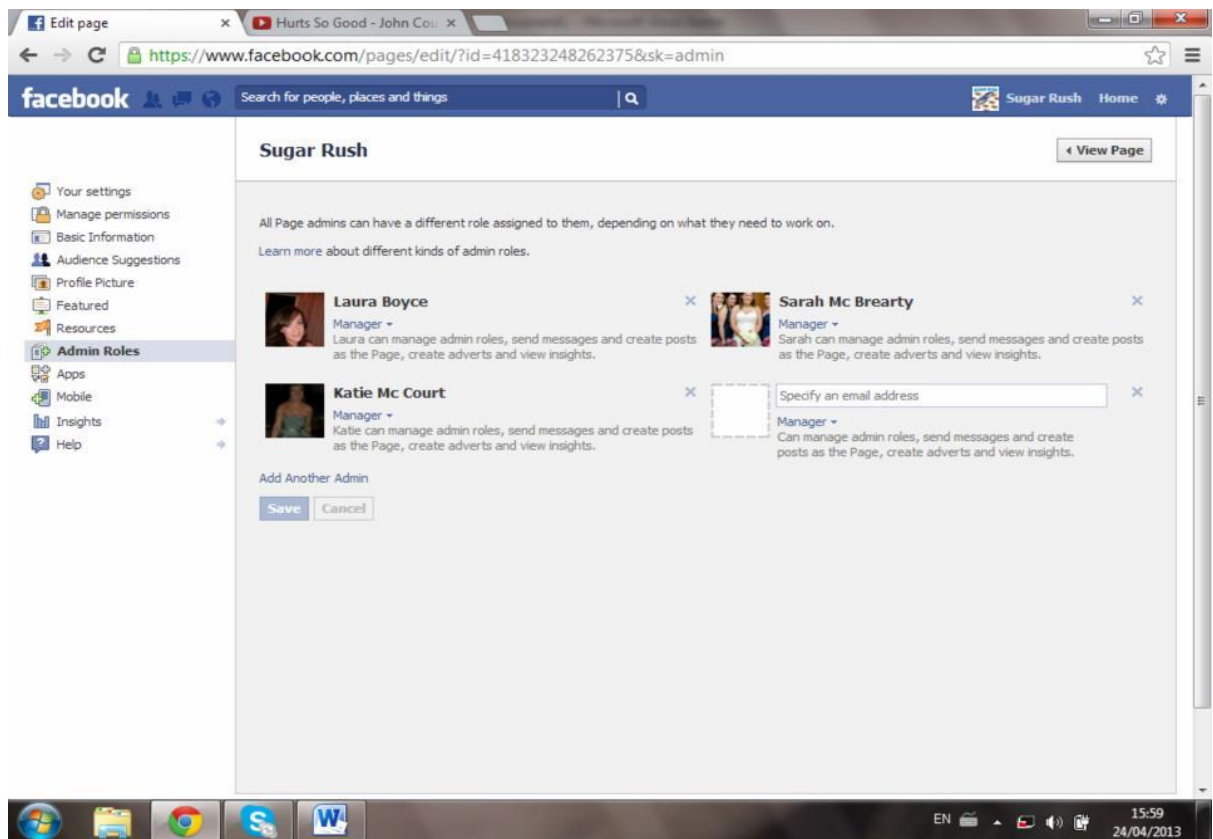
2. Choose create page.



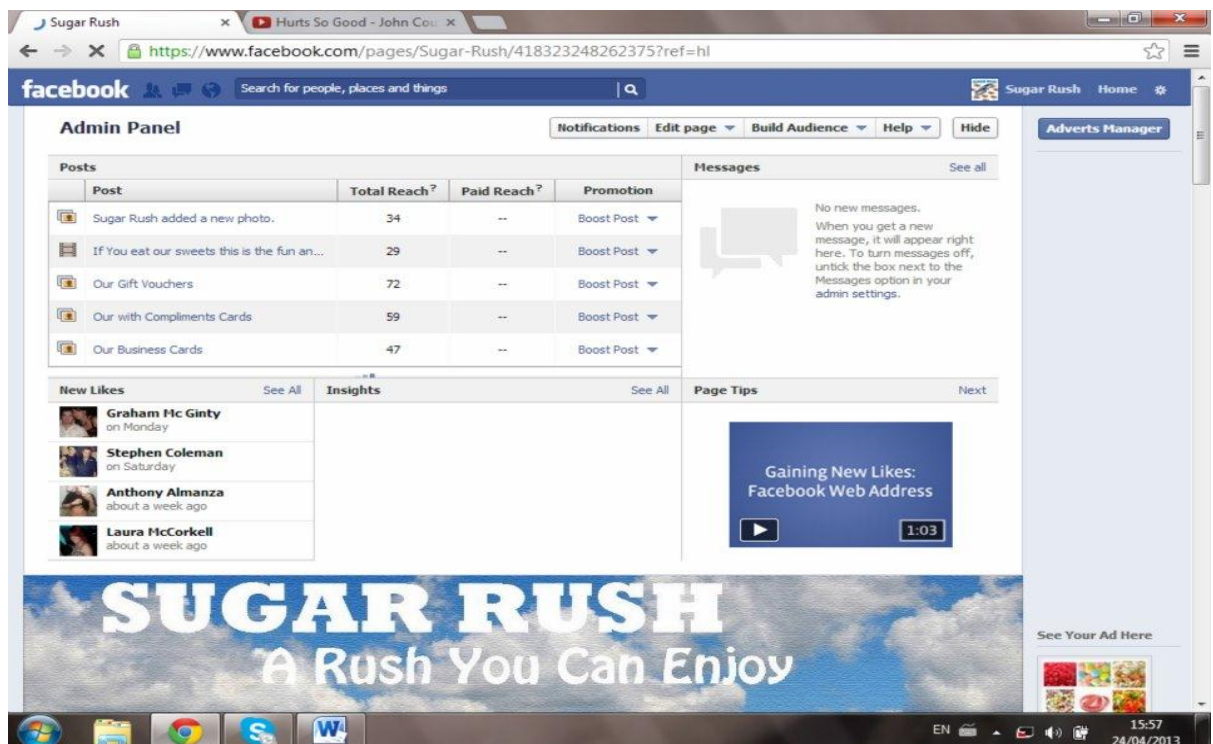
3. Specify the type of page you're creating and begin to fill in the details.



- Add the people that will also be administrators of the newly created page.



- You can now begin to post and update your page. You will be able to view the statistics of your page from the admin panel.



Twitter

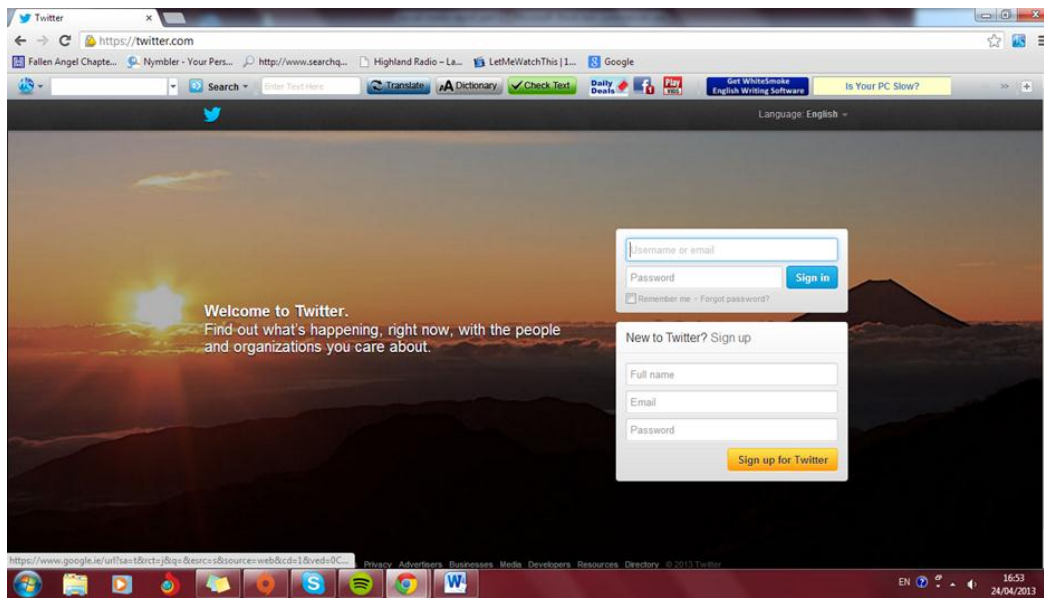
Twitter is an online social networking service and microblogging service that enables its users to send and read text based messages of up to 140 characters known as tweets. Twitter was created in March 2006 by Jack Dorsey. There are currently 500 million registered users. Twitter is based in San Francisco with additional servers and offices in New York City, Boston and San Antonio.

Twitter for Business

Business should use Twitter to connect with customers, to gain customers feedback, for marketing, Business updates, Promotions, Twitter is viral, to spy on competitors, to increase sales, Brand loyalty, fast way to get a message out, will help business refine their brand, great networking tool.

Setting up your Twitter page

Sign up to twitter using your email address, full name and password



YouTube

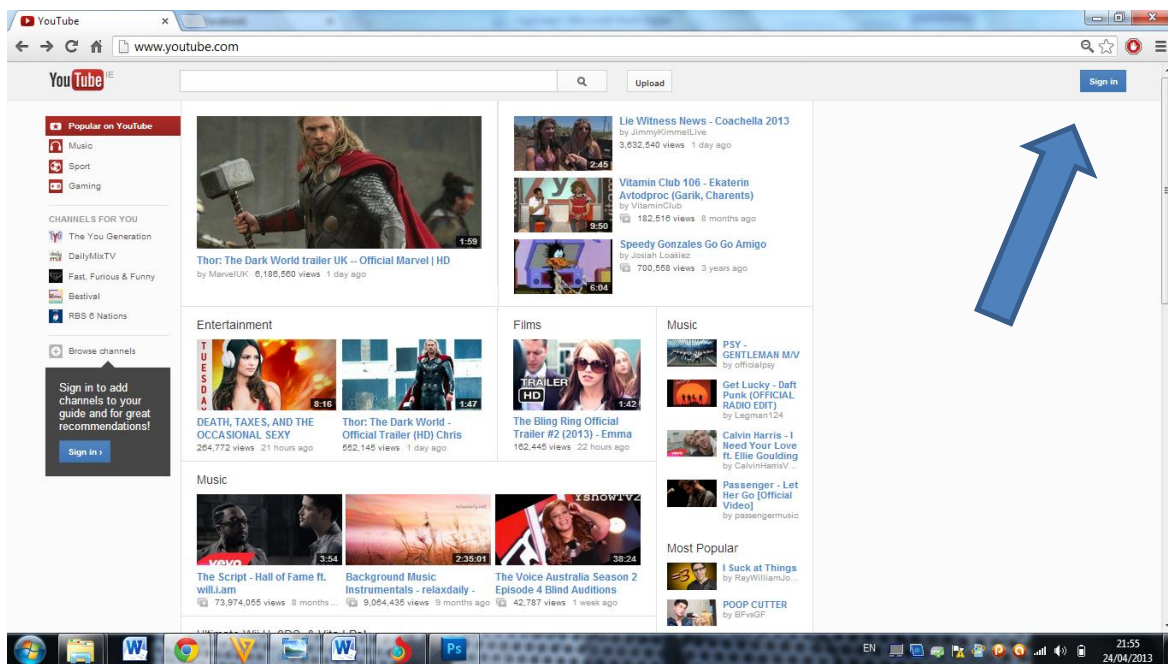
YouTube is the most popular online video site in the world. YouTube was established in 2005 and since then it has grown massively and continues to grow. According to (Business insider, 2013) “YouTube has users watching 4 billion hours’ worth of videos each month and people are uploading 72 hours of video every minute”.

YouTube for business

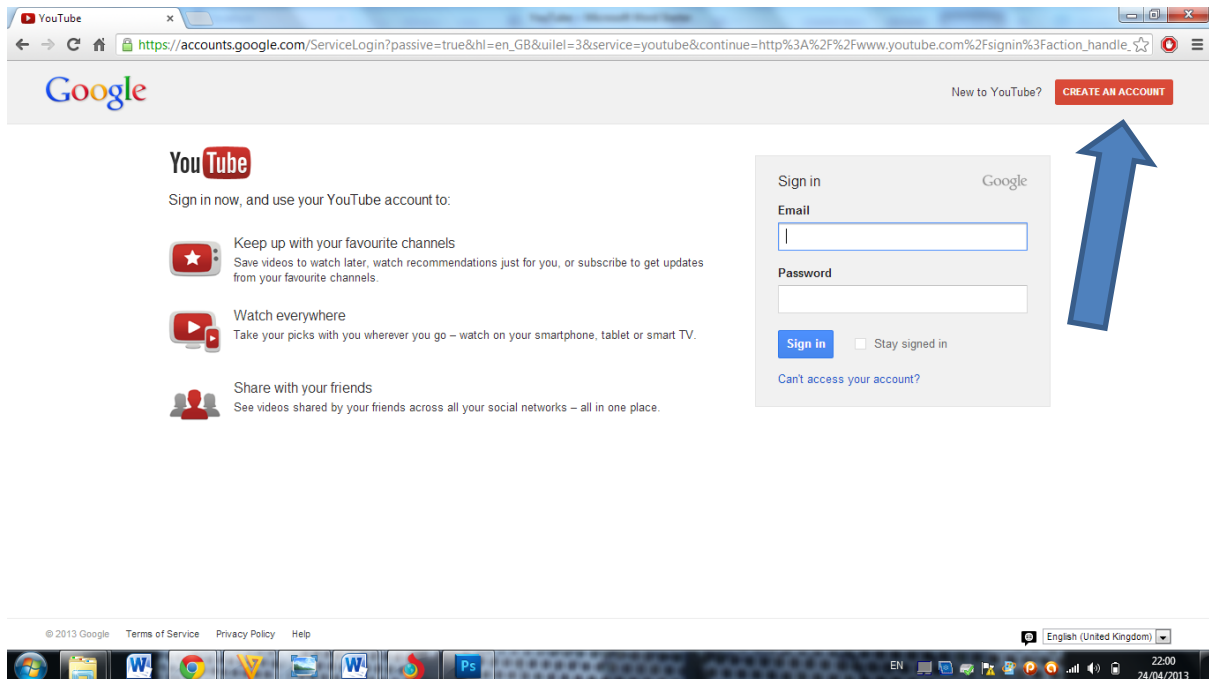
Businesses use YouTube because it is one of the most known and popular forms of social media. It’s now a household name and people use it to watch their favourite videos every day. YouTube is constantly growing and is a brilliant form of social media as it reaches a massive audience. YouTube targets all types of people as it has something to offer everyone. People from all over the world can watch films, TV shows and music videos. A business can advertise their product or service by uploading videos of their product or service onto YouTube, this way people can see what their product or service is like and what it has to offer them.

Setting up your YouTube page

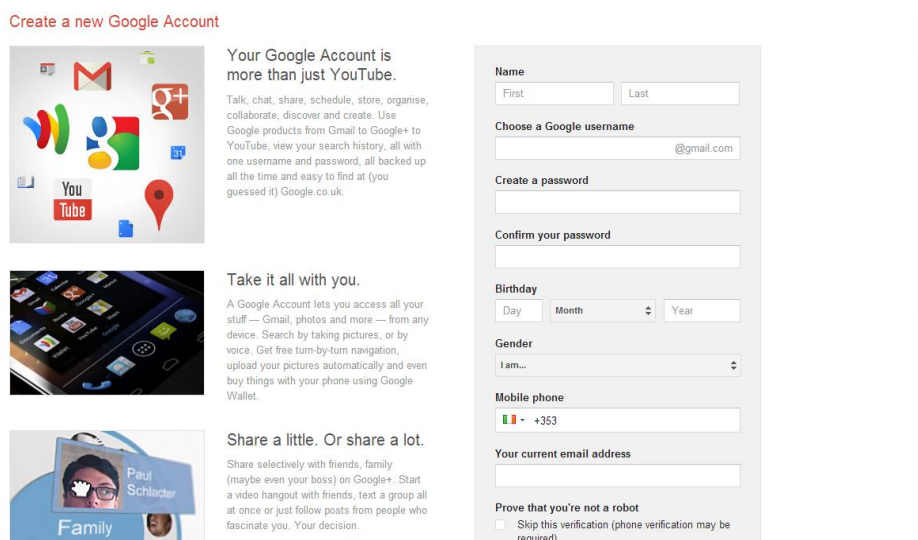
We set up YouTube page by going to the YouTube website and clicking sign in.



We then clicked on create a YouTube account.



Entered all the necessary criteria, Name, Username, password, confirm password, Date of birth, mobile number, email address, verification code, location etc.



We then uploaded our Sugar Rush logo to the YouTube page and were then able to upload videos that showcased our business.

Wordpress

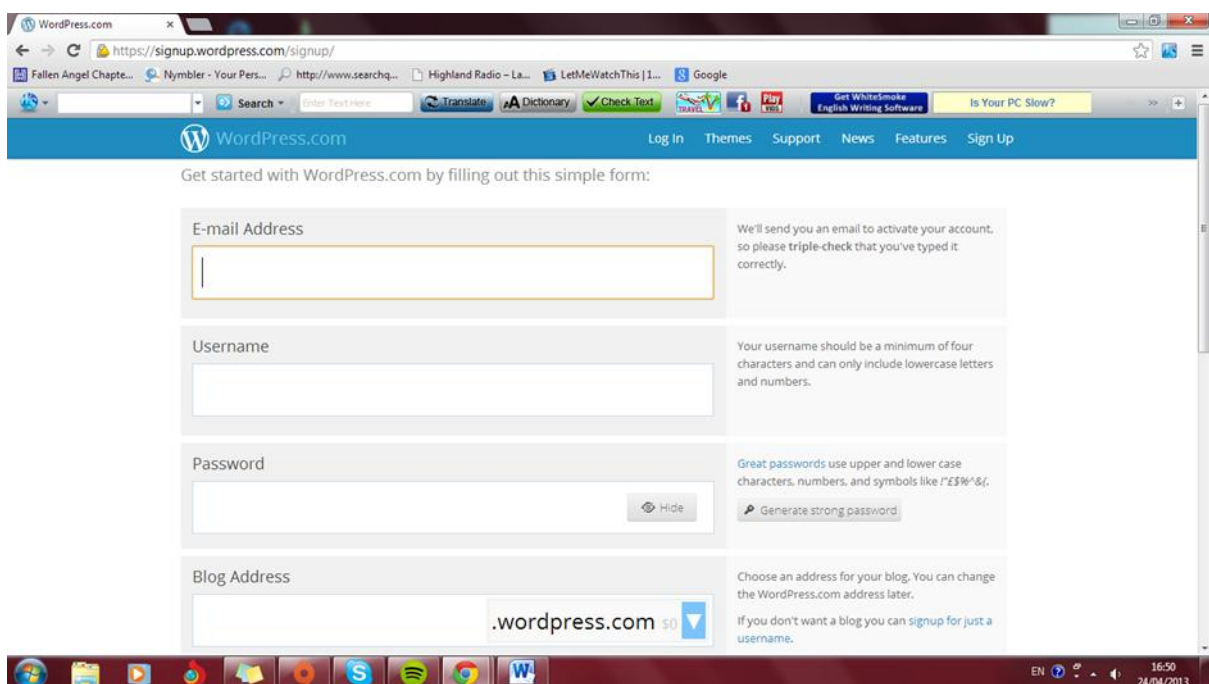
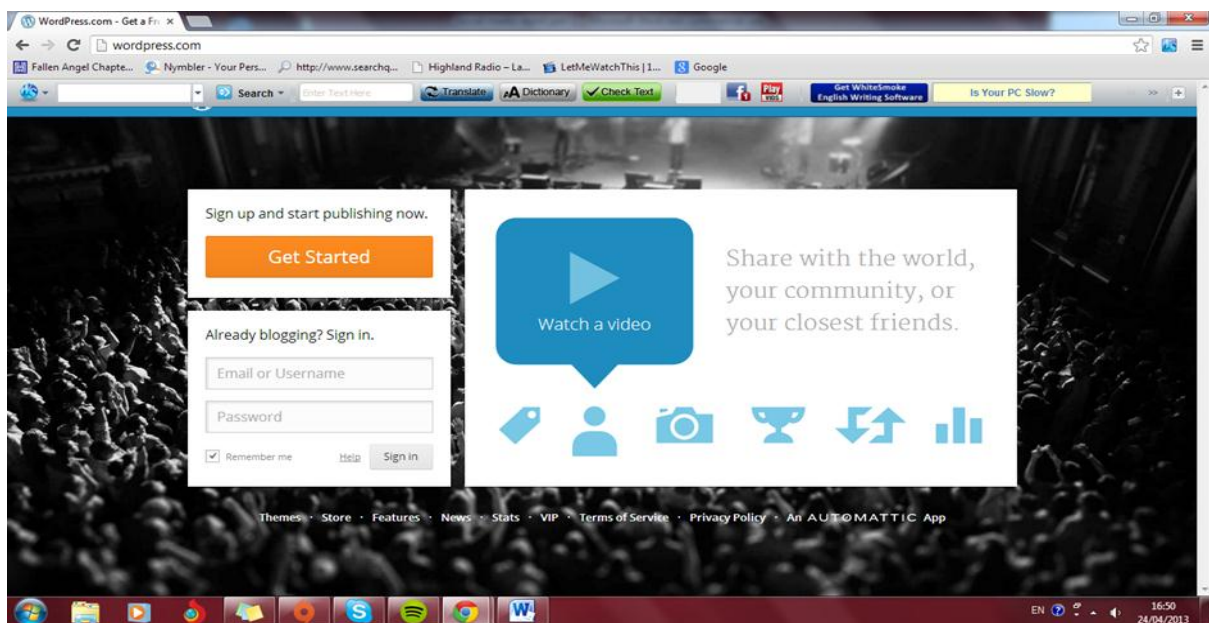
Wordpress is a free and open source blogging tool and content management system. It was first released on the 27th May 2003 by founders Matt Mullenweg and Mike Little. There are 64487439 Word press sites in the world

Wordpress for Business

Business use Wordpress as it is fairly easy to look after once you have it set up. You can add posts and edit them easily yourself without having to pay someone to do it, its mobile accessible.

Setting up your Wordpress page

To set up a wordpress account click on get started.



Pinterest

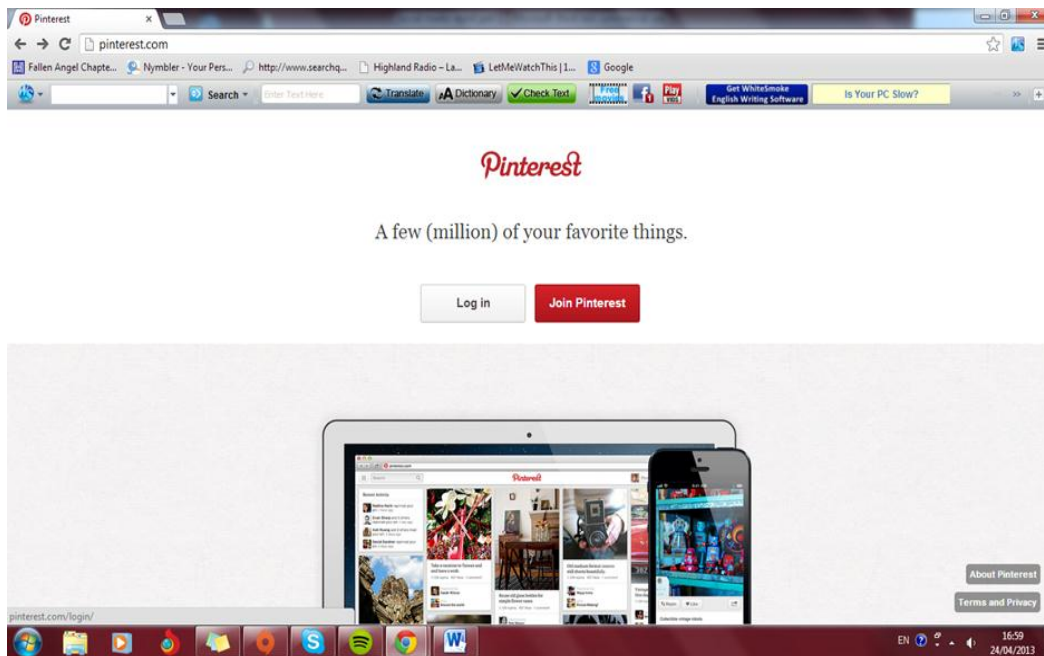
Pinterest is a pin board style photo sharing website that allows users to create and manage theme based image collections such as events, interests and hobbies. The site was founded by Ben Silbermann, Paul Sciana and Evan Harp. Pinterest currently has 48.7 million users. Pinterest's unique approach of using images to convey messages represents a chance for companies to speak to their customers in a new way.

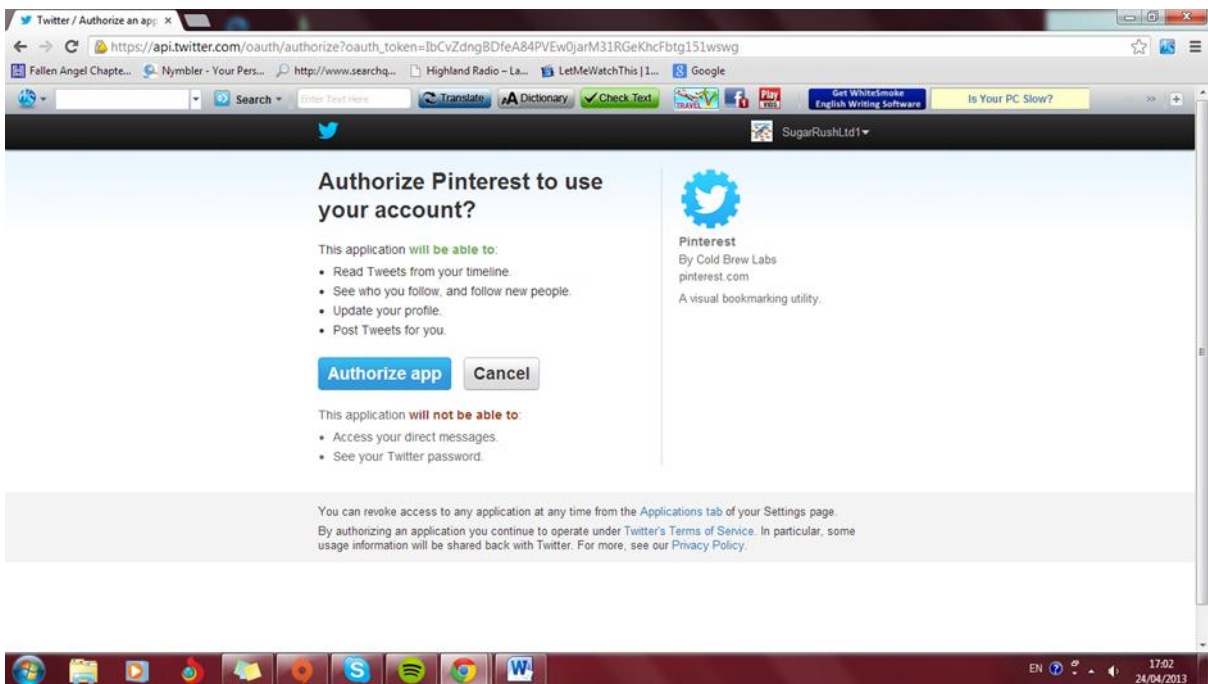
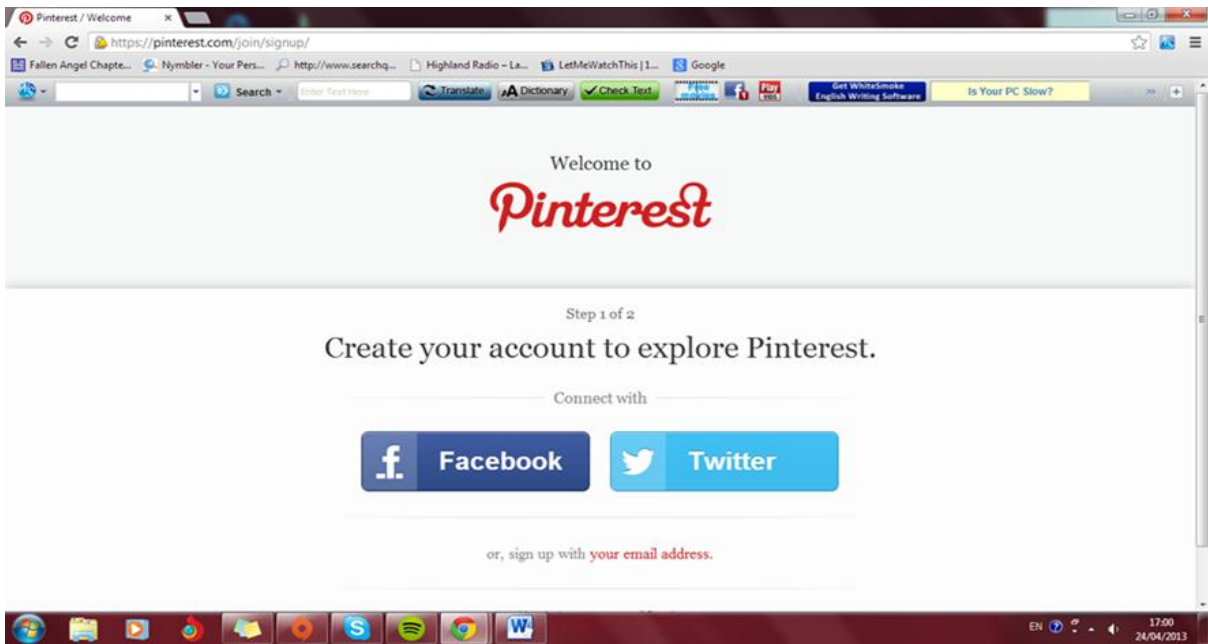
Pinterest for Business

Pinterest can be linked to Facebook and twitter having your sites linked is a great way to boost traffic to your website.

Setting up your Pinterest page

1 click on join pinterest and then click on connect with Facebook or twitter.





Social Media Metrics

Growth -

| Tool | Metric | Measurement | | Last 3 Measurements | | | Notes |
|-----------|-----------|-------------|----------|---------------------|--------------------|--------------------|------------------------------------|
| | | Current | % Change | Date 04/04/2013 | Date 11/04/2013 | Date 18/04/2013 | |
| Facebook | Likes | 132 | 16 | 100 | 112 | 132 | Competition to gain likes |
| Twitter | Followers | 55 | 6 | 6 | 3 | 2 | Event created |
| YouTube | Followers | 8 | 2 | 1 | 5 | 8 | Viral Video was posted |
| Wordpress | Followers | 12 | 4 | 4 | 8 | 12 | Created new blogs about old sweets |
| Pinterest | Followers | 16 | 6 | 1 | 2 | 16 | Created new boards |

This table shows how our social media tools were either effective or ineffective during the month of April. We found that the campaigns that we used on our Facebook page was the most successful as we reached a larger audience through it.

Examples of promotion work done:

The screenshot shows a Facebook page for 'Sugar Rush' with several promotional elements:

- Event:** 'Party in the Park' on 13 May at 13:30 in Letterkenny Town Park. 29 people are going.
- Post:** Announces the winner of a competition: Sarah Mc Brearty. Includes a photo of a hamper with Haribo candies and a yellow teddy bear.
- Poll:** 'Which is your favourite?' with options: Haribo (+8), Maltesers (+4), and Crunchie (+4).

The page also features a search bar, navigation tabs (Status, Photo/Video, Event, Milestone), and an Adverts Manager. The Windows taskbar at the bottom shows the date as 29/04/2013.

Insights:



We used this table too help us to identify which statuses and campaigns that we had used had been the most effective. We found that the competition and the organised event had been the most popular with a large boost in our likes and activity in the weeks that they had been executed.

Reporting Traffic –

| Tool | Referrals | | Last 3 Measurements | | | Notes |
|------------------|-----------|----------|---------------------|--------------------|--------------------|--|
| | Current | % Change | Date 04/04/2013 | Date 11/04/2013 | Date 18/04/2013 | |
| Facebook | 132 | 8 | 118 | 125 | 131 | We created a competition to like our page to be in with a chance of winning |
| Twitter | 55 | 6 | 36 | 41 | 49 | Follow us to enter competition |
| YouTube | 8 | 1 | 6 | 6 | 7 | Shared music videos concerning sweets |
| Wordpress | 12 | 1 | 6 | 8 | 10 | Blogged about our competition |
| Pinterest | 16 | 3 | 11 | 12 | 15 | Blogged about our competition |

We used different methods of increasing the traffic to our page. The most successful of these methods was the competition we created that if any member of the public simply liked our page they would be in with a chance of winning one of our sugar rush sweet hampers. This was successful as everyone likes to get something for free. There was a boost in likes and followers during this time.

Reporting Content –

| Type of Content | FACEBOOK | | TWITTER | | YOUTUBE | | Notes |
|-----------------|----------|---------------------|---------|----------------------------|---------|------------|---|
| | # Posts | Engagement | # Posts | Engagement | # Posts | Engagement | |
| Competition | 4 | 8 likes 4 Shares | 4 | 4 Retweets 2 Favourites | 1 | 1 Share | Haribo sweets were the favourite sweets |
| Event | 3 | 5 Likes 8 Shares | 2 | 5 Retweets | 1 | 3 Shares | A lot of people were attending the event |
| Viral Video | 1 | 7 Likes 3 Shares | 3 | 2 Retweets | 2 | 5 Shares | Viral Video Got a lot of views |
| Prize Winner | 1 | 5 Likes | 1 | 3 Retweets | 1 | 2 Shares | Won a sweet hamper |

We found that Facebook again, was the tool that showed we gained the most feedback from. We also found that content such as competitions and events receive the most engagement from the public as they are able to show their opinion on the information as they may either like it or share it.

Findings

We used various types of social media tools – Facebook, Twitter, YouTube, Wordpress and Pinterest. By using these tools we found it gained us a large customer base for our business, created a positive image and promoted our businesses products and the ideas we had for our business. On Facebook we had events and competitions; this was a great way to engage with new and existing customers to our page because they were in with a chance of winning prizes, e.g. A sweet hamper .The Party in the Park event encouraged a lot of customers to attend the event to experience what our business had to offer them. Our viral video was also a brilliant way of promoting our business Sugar Rush because by sharing the video on Facebook it got us many views and showed the purpose of our business and how our products can benefit you if you take them.

Conclusion

As a result of creating a business and attempting to create an online presence to generate awareness of a business, we are of the opinion that in order to be successful online the content must be original and of interest to the audience, otherwise the audience will not engage with the business and the content may go unnoticed. If a business creates a friendly, helpful presence they will find that they may become successful online resulting in new customers in the real world. Also, if a business links their various sites they will reach a larger audience through social media. We are also of the opinion that someone would need to be employed specially to manage the different pages as keeping them updated would be very important to show that it is a professional aspect of the business.

Future Work

If we were to actually set up the business, we would first –

1. Set up an actual Sugar Rush webpage in which we would explain our business further. The products we sell and the different things that we do.
2. We would then set up the various other social tools that we would use. We would first identify the different sites that would work best for our business. For example, Pinterest would work well for our business as there are regular re-pins of sweet designs and images of cars etc. It would be unlikely that we would use Wordpress as blogging about sweets is not easily done.
3. We would then link the various tools to our individual webpage, so that anyone that had visited our Facebook and Twitter page would be capable of easily accessing our webpage to gather more information on our company.
4. We would hope to create a loyal fan base through the use of these tools by regularly updating and managing these different tools.

Bibliography

Our Social Media Tools:

<https://www.facebook.com/pages/Sugar-Rush/418323248262375?fref=ts>

<https://twitter.com/SugarRushLtd1>

http://www.youtube.com/channel/UCM2AR46ah5PUM_c8X-6Mciw

<http://lyitsugarrush.wordpress.com/>

<https://pinterest.com/sugarrushltd/>

Viral Video:

<http://www.youtube.com/watch?v=DMbe0Or02Ng>

Voicemail:

<https://www.youtube.com/watch?v=tcAUMEg0WE0>

Webgraphy

Business Insider [online] cited (24th April 2013) Available from

<<http://www.businessinsider.com/key-turning-points-history-of-youtube-2013-2?op=1> >