

Marketing to Erasmus Students on Facebook

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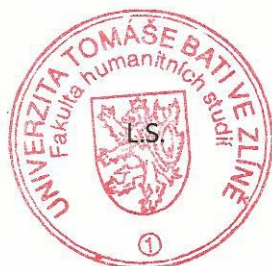
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ABSTRAKT

Tato bakalářská práce se zabývá marketingem na sociálních sítích, konkrétně pak na Facebooku a to se zaměřením na studenty z programu Erasmus. Teoretická část obsahuje úvod do marketingu na internetu a jeho vývoj, dále pak vysvětlení pojmů týkajících se marketingu na sociálních sítích a detailní popis služby Facebook. Po teoretické části následuje část praktická, která obsahuje popis programu Erasmus, srovnává možnosti propagace studia ve Zlíně na Facebooku a v závěrečné části poskytuje plán konkrétní marketingové kampaně na Facebooku.

Klíčová slova: internet, marketing, reklama, propagace, sociální sítě, Facebook, Erasmus

ABSTRACT

This bachelor thesis deals with marketing on social media websites. In the concrete, deals with the marketing on Facebook, with focus on international Erasmus students. Theoretic part contains lead in to marketing on internet and its development, furthermore explanation of terms related to marketing on social media websites and detailed description of Facebook service. The theoretic part follows analysis part, which contains description of Erasmus Program, compares possibilities of propagation of studies in Zlín on Facebook and in the final part offers plan of concrete marketing campaign of Facebook.

Keywords: internet, marketing, advertisement, social websites, promotion, Facebook, Erasmus

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INTRODUCTION

Internet has undoubtedly affected lives of all people in the modern world. Gradually was getting more and more popular and now it is a part of everyday life. It seems that humankind would not exist without it nowadays. It has also changed the way the information is transformed and processed. At the beginning information was transformed only in one way at the Internet but nowadays it seems like everybody only can share the information and practically everybody can be affected by it. All of this is possible thanks to the social media. Nothing can spread as fast as information on social website. There are several social networks which were or are successful but Facebook is admittedly the most used and known.

Facebook is not only social website for ordinary people to share posts or photographs from their vacation. Of course it works like this but Facebook is also very useful medium for marketing. Thanks to the word-of-mouth principle, Facebook conveys possibility of rapid spreading of information. Additionally, Facebook offers sufficient tools for marketing either paid or free. It depends on abilities of marketer to what extent they are able to embrace potential of Facebook.

This thesis is focused on marketing on Facebook to international Erasmus students. It contains two parts, first is theoretical and describes development of marketing on internet, social media websites and in detail services of Facebook. The analysis part is focused on marketing on Facebook. In the concrete, how to promote studies in Zlín on Facebook and convince Erasmus students to study in Zlín. This problem is described in the second part of the thesis. It focuses on Erasmus Program and data essential for creation of marketing campaign plan on Facebook. In the final part the plan of such marketing campaign is provided with detailed description.

Marketing on Facebook conveys rich possibilities for marketers but has to be done in a right way.

I. THEORY

1 INTERNET AND ITS IMPACT TO MARKETING

Internet was the most radical change in communication after the invention of Gutenberg's printing press in 1450. The Internet brought unprecedented and instant access to information. Birth of the Internet is dated to 1990; it was also start of the Information Society. In 1995 there was 2 million computers connected to the Internet in the USA and 20 million worldwide. Rapid growth began afterwards. In 2000 there were 250 million users, in 2006 more than billion users and 2013 2.4 billion users worldwide, including 7.4 million users from the Czech Republic. (Janouch 2014, 14)

The Internet is worldwide system of interconnected computer nets in which computers communicate with each other with intention to exchange information. The most used is WWW service (World Wide Web), often known as webpage or web. Webpage is basically a combination of text, graphics or audio-video content. Webs are interconnected via hypertext links. Another service connected with internet is e-mail; online communication via instant messengers (ICQ); VoIP (Voice over Internet Protocol) communication for instance via Skype; files sharing via FTP or video sessions thanks to Google Hangouts. (Janouch 2014, 13-16)

The latest statistics show that there were nearly 673 million of web pages in 2013; 1.2 trillion of Google searches in 2012; and that there are 2.3 million emails sent every second. (Internet Live Stats 2015)

1.1 Marketing

Macmillan dictionary defines marketing as "the ways in which company encourages people to buy its products by deciding on price, type of customer, and advertising policy." Thus the main aim of the company is to provide quality products, with reasonable price, to right people and to have suitable advertisement.

Philosophy of marketing is based upon marketing mix or 4P, by E. Jerome McCarthy. Marketing mix contains Product, Price, Place and Promotion:

Product – is something which provides value to the customer. This value can be utility of the product, savings resulting from using the product in comparison with competition but also a good feeling or accomplished desire.

Price – expresses cost which customer has to pay to achieve the product. This price includes monetary price, cost allied with acquisition of the product (e.g. freight costs) but also waste of time, stress, etc.

Place - includes everything which is needed to be done in order to get the product to the customer. Freight of the product, distribution channels, shop environment. In case of untouchable products such as software or e-shops, as a place might be considered webpage.

Promotion – process where information goes from the source to a customer. Customers have to aware about the product to buy it; they have to be aware of its functions, benefits, proportions and advantages. On the other hand, producer has to know about preferences and desires of the customer and behave accordingly. Therefore promotion is not only about the advertisement; it is also a communication between customer and producer and vice versa. (Janouch 2014, 17)

Another important matter in marketing is definition of target customers, differentiation of the product, clear and understandable message or establishing right objectives. Janouch argues that communication is the key element of successful marketing.

1.2 Marketing on Internet

Internet, online or digital marketing are often considered as synonymous, nonetheless these terms do not refer to the same thing. Online and digital marketing involve also marketing via mobile devices, whereas internet marketing can be used as a general term.

Origins of internet marketing are dated in 90's. In the concrete, advertisement on the Internet has existed since 1994, when marketers had realized that Internet has huge potential. However there were not technical possibilities to employ that potential and the Internet was not naturally so enhanced as today, which significantly limited marketers. Situation had changed when companies had started to use the Internet to present themselves and their products using WWW pages. Companies put their brochures and catalogues online, later on; they started to sell thanks to the Internet. Internet marketing was born when companies started to use further multimedia, newsletters or banners and had started recognizing customer's wants and needs via Internet. (Janouch 2014, 18)

Internet marketing significantly helped to change traditional way of marketing. People or customers nowadays are seeking information which the Internet can easily provide. Thus customers can use the Internet to compare supplies, price, comment on products, rate them, read reviews and last but not least, customers can buy the product on the Internet. The Internet seems to be immense market place where every producer has the same opportunity; it depends on their ability to employ possibilities of advertisement, sales promotion or public relations on the Internet. (Janouch 2014, 19)

This argument supports fact that Prodigy as a first company which focused on providing information online (news, weathercast, sport, etc.) provided space on the bottom of their webpage for “teaser” advertisement. Teasers were strips with a text or simple picture that should attract potential customers and made them click on it to get further information, nowadays known as banners. That was in 1995, when Internet advertisement made only \$55 million worldwide, which shows that Internet was not ready yet. As time went on, banners had started to appear everywhere and it became annoying for the Internet users, therefore they started to ignore them. Change came along with start of information searching using search engines, in particular when Google started in 1999; they implemented a new way of advertisement by adding paid advertisement to particular services by adding them among search results. (Treadway and Smith 2011, 22-24)

Internet marketing seems to be developing towards very quickly. Today there are many other options of advertisement on the Internet, starting with “old-school” banners, over short video spots before video on YouTube to advertising possibilities using social media websites.

Janouch (2014, 17-19) claims that Internet marketing is at present more important than traditional marketing but only in situations where people are using modern technologies. On the other hand traditional marketing and Internet marketing should not be separated. There are companies using the Internet to communicate with customers, to promote and sell products, but they also need an “offline media” to negotiate freights or price policy. As well there are companies which went completely online. Janouch (2014, 18) says that this may not be the best step, especially for manufacturing companies which have not their own shops, sales representatives or tradition, because the Internet develops all the time and situation can change, government restriction would appear or the Internet may stop working someday. The main advantages of the Internet marketing are monitoring and measuring data; in constant access; in complexity and various methods of the internet marketing; in possibility of individual attitude and in dynamic content which can change ceaselessly. (Janouch 2014, 17-19)

1.3 Word-of-mouth Marketing

Word-of-mouth Marketing (WOM) is an oral or written recommendation by a satisfied or dissatisfied customer of some product or a service. WOM is considered to be the most powerful marketing technique according to enormous number of studies which have clearly shown effectiveness of this method. WOM is based on forwarding information among people, often close friends or family. Power of the WOM is the fact that people will certainly buy a product or service on which they hear positive feedback from a person they know or somehow respect. (Cijo and Gul 2014, 7)

Word-of-mouth marketing was used through the times but nowadays is spread thanks to the Internet and Social Media. There are roughly 3.5 billion word of mouth conversations around the world every day, approximately 2.3 billion of them are about brand, product or service. (Evans 2008, 41)

1.4 WEB 2.0

Macmillan dictionary defines WEB 2.0 as a second stage in the development of World Wide Web, with involvement of sharing information. The main difference between WEB 1.0 and 2.0 is in involvement of people. The old WEB platform was rather “one-sided”, meaning that information was provided and shared only from provider to an audience in the same way information were shared in old media such as printed newspapers, magazines or radio. Whereas WEB 2.0 provides beside this way of sharing also another option, because the audience can also share the information, give feedback or express opinion. Nowadays there are many websites based on this principle, for example Wiki where shared information can be changed by people and then further spread. (O’Reilly 2005)

1.5 User-generated Content

User-generated content is providing or sharing information, data or media by regular people especially on the Web. Such content maybe useful or entertaining and is very popular recently. Mainly because it is an inexpensive way to obtain information. User-generated content appears on personal blogs and can include for example reviews of restaurants, opinions or personal experiences with particular products. User-generated content can be useful either for users themselves or businesses which can easily obtain feedback from their customers. (Krumm et al. 2008)

1.6 Viral Marketing

Viral marketing is based on WOM marketing. Janouch (2014, 185) defines Viral Marketing as broadening of products via sharing information among people using the Internet, mainly the social media websites. Information would be in a form of text, picture, audio, software or recently most popular video. Janouch (2014, 185) also says that everyone should be careful with usage of viral marketing, because negative information is spreading much faster than the positive one. That is caused by fact that positive experience customers tells to family or close friends but negative practically to anyone.

Charlesworth (2014, 314)said: “Although it is an online marketing concept in its own right, if it is to be successful, any viral campaign relies heavily – perhaps totally – on people using the various elements of social media in order to forward the message.”

Big success with social media is often unplanned and rather accidental. This happens often “overnight” especially with viral videos. Viral videos are not initially meant to hook attention or make profit but that is exactly what frequently happens. On the other hand this accidental success can be less beneficial than strategically planned effort because subjects do not know how to manage such “overnight success”, how to measure it or how to repeat it. (Evans 2010, 8)

1.7 Long Tail Marketing

Term firstly used by Chris Anderson in Wired Magazine in 2004 express fact that with possibility to offer products online comes also possibility to offer more. There was an intention to sell only those goods which were buying majority of the customers (“Hits”) and there were not resources to promote products for the minority of the customers. In past it was very hard to sell product with small demand. Thanks to the Internet company can offer everything and it is simple for customer to find suitable product. Long Tail marketing therefore means that beside products which are selling with high volume there are many other products however, selling with lower volume or only with certain features. (Janouch 2010, 30)

In the Head of the Long Tail marketing (see Chart 1) occur “mainstream” products bought by majority of customers or general categories of products, for instance *cameras*. Whereas in the Long Tail occur products which are not bought so frequently or more precise categories of products, for instance *digital cameras Canon with video-mode*.



Chart 1: Long-tail Marketing (Anderson 2009)

2 SOCIAL MEDIA WEBSITES

“Social media is about holding conversations and sharing experiences with others who are connected through like-minded activities.” (Evans 2010, 9)

From the marketing point of view, social media is not a “thing” such as direct mail marketing or television advertising. It is rather a “collaborative process” thanks to which the information is created, shared, remade and then possibly destroyed. (Evans 2008, 34)

Social media might seem inaccurate. Social media is basically made up by conversation of people with the same interest. These users can share misleading or wrong information, invalid perceptions on uncontrolled forums as well as valuable information or positive feedback. Potential customers will read opinions or reviews of certain product written by people who already have used the product. Unlike traditional methods of marketing such as television or radio advertisement in social media subjects cannot choose whether they will be part of it or not, because certain subject can exist on social media websites even though without an intention. It is only up to subjects if they will be present or not, listening and possibly moderating information generated by social media. (Evans 2008, 34-35)

“What has changed over recent years is the reach and penetration of these social media technologies, their adoption into the everyday lives of a mainstream audience, and the proliferation of user-generated content and peer-to-peer interaction that is resulting from it.” (Ryan 2014, 153)

Many businesses have problem with social media because they do not have a certain plan how to embrace it. If a marketer of the company start Facebook page or Twitter account it will not show any results unless they understand their clear marketing objectives, especially more if it is on social media website. (Barker 2013,26)

There are several types of people occurring on social media sites. Every user has its unique characteristics and it is essential for a successful social media campaign to know these characteristics and work with them. As stated above, social media marketing is made up by people using the social media sites. (Bednář 2011, 15)

2.1 MySpace

MySpace is considered as one of the first social websites. Established in 2003, MySpace provided a complex one-site presentation with broad opportunities of customization. Users could use different layouts, colors, background images, music players

etc. Mainly thanks to this “tailor-made” profiles, MySpace became briskly very popular among young people. Chris Treadway and Mary Smith (2011, 26) claim that in 2005 more than 60% of MySpace users were younger than 34 years. Furthermore, in 2006 MySpace was one of the most popular social websites in the world.

In the Czech Republic MySpace was used especially for presentation of music bands and artists because of easy affection of target audience and broad possibilities of customization including music players. (Bednář 2011, 32)

MySpace has currently (January 2015) 50.6 million users whereas at its peak it was 75.9 million. (Digital Marketing Ramblings, 2015)

2.2 Twitter

Is website build up for microblogging which means that users can only post story no longer than 140 symbols. Twitter users have their own profile and “followers” and they choose who they will “follow.” Posts on Twitter or “Tweets” are spread via “Retweets” or “Favorites”. Twitter is not as efficient as Facebook speaking about discussions but it can be used by simple tool for posting news on a newsfeed. It is really easy to get up to date information on Twitter.

Twitter is also frequently used by brands, celebrities, experts, bloggers, journalist, etc. to post news, tips, inspiration or gossip. Everything is easy to find on Twitter thanks to the opportunity to search conversations, keywords or hashtags which can also get to the “trending” where searching for it is even easier. Funk (2013, 44) claims that Facebook is capable of attracting hundreds or thousands of fans but with Facebook platform direct communication with fans is difficult, whereas on Twitter user (company) can communicate publicly with anyone and send private message to every follower.

According to socialbakers.com (2015) Twitter has 248 million of active users with 500 million of Tweets per day.

2.3 LinkedIn

Social website focused on sharing information between professionals or companies and people. Main purpose of LinkedIn is self-presentation. Users can fill in their CV, information about their education, qualification, experiences etc.

“On LinkedIn, you can signify your openness to career opportunities, new ventures, consulting offers, business deals, and the like.” (Funk 2013, 49)

Server Digital Marketing Ramblings (2014) claims that in July 2014 there was 332 million people using LinkedIn and 187 million of unique visitors every month.

2.4 Google+

Google+ is a social network website run by Google. When launched in 2011 Google+ gain 10 million users in 16 days, whereas Facebook gain 10 million users in 852 days. Despite this rapid grow of users, success of Google+ and its utilizing for social media marketing is rather neglecting.

Google+'s characteristic feature are Circles which are groups of people according to relationship with user and it is up to user who will be in his circles and also in which. Another feature are Communities, "online clubs" for people with the same interest, some Communities are free to join, some require join request or may have some rules. The Plus+ feature is used to rate posts and it is similar to Facebook's Like button. The last feature is Hangouts – tool for video chatting with up to 9 people at the same time. (Bisaillon 2013)

According to webpage Digital Marketing Ramblings (2015) average user spends 7 minutes monthly on Google+ whereas 21 minutes per day on Facebook.

2.5 YouTube

Website established in 2005 which is used for online video sharing. YouTube has many possibilities for its users whether it is only watching videos of others or sharing their own. Videos can be found in various categories or by using a search tools. Users also have their own "Channel" and can choose to whose "Channel" they will subscribe. YouTube can be also used as a marketing tool, with paid ads which displays before video or banners showed within the video. YouTube is nowadays owned by Google. Usage of YouTube for social media marketing is rather limited.

2.6 Instagram

Instagram is not a social media site in a way as preceding examples but definitely works on the similar principle. Instagram is a mobile application for sharing photos and short videos with followers. Instagram can be also accessed from web but sharing photos and videos is available only from the mobile application.

Instagram is about visual sharing, every user has his own profile with "Following" and "Followers." Communication can be realized by liking a picture or mentioning in

comment. Users are using hashtags and location to tag photos; such photos are then found by particular hastags or place.

According to server Live Internet Stats (2015), there is 1.908 photos posted every second on the Instagram.

3 FACEBOOK

Facebook was established by Harvard student Mark Zuckerberg in 2004. At first, Facebook should be available only for Harvard students, but since August 2006 is public and everybody who are 13 and older can join it for free. The name is derived from Facebooks, which were paper leaflets that contained information about other students and were given to the new Harvard students. (Janouch 2010, 241)

It is said that between years of 2006 and 2008 there has been a “fight” between MySpace and Facebook over the fans. Clearly, Facebook was the winner. The reasons why young people moved from MySpace to Facebook seems simple. As stated above, MySpace had practically unlimited options of customization, which in the end turned against it because Facebook had united form and design, therefore every profile looked the same. Next reason is probably fact that Facebook was founded by Harvard student and in its early stage was available only for students of Harvard University, which made it look exclusive. Even when Facebook had spread from Harvard to other universities and then became public, it was still considered as an exclusive thing and people who felt ordinary stayed on MySpace. Later on, users started to move on Facebook also because their friends have already been there and they just wanted to stay in touch with them. (Treadway and Smith 2011, 28-31)

The main principle of the Facebook is nowadays to find friends or famous people from the real world and get in touch with them on Facebook. Furthermore share information, photos, videos, links, and comment on posts or communicate using direct messages.

3.1 Facebook Users

Bednář (2011, 25) claims that majority of Facebook users use their actual identity, their Facebook friends are their friends, colleagues, co-workers or family members from a real life. This goes hand in hand with trust on Facebook. Users are more likely to believe to things which come from their friends, which are approved by their friends or which are not in conflict with their opinions.

Bednář (2011, 26) defined following groups of Facebook users:

Active user – creator and provider of the content

These people are the core of the social media websites. They provide content which has value for other users and which is shared continuously. On the other hand, they are in a

minority, on Facebook only 10% of active users are creators and providers of the content. These users are considered as a informal authority.

Active user – critic and distributor

The main point of critics and distributors is in sharing information which is provided by someone else. They are willing to share, discuss and possibly add value to it. Thanks to them the content is shared and would get to more users, therefore it is important to impress critics and distributors in order to make them spread the information.

Passive user – critic

Critics are passive users who are not enlisted in conversations, sharing, etc, but they often use “Like” button to express their opinion. Pressing the “Like” button is often their only activity on Facebook, thus is very difficult to identify them and also impress them.

Passive user – observing authority

Passive user not enlisted in conversations or sharing, collector of online contacts with lots of friends. But when this kind of user gets enlisted, or share something it is due to their inactivity very valuable among other, more active users, therefore they are called observing authority. Their opinion is strong and valuable.

3.2 Viral Spreading on Facebook

Macmillan dictionary defines word “viral” as a very popular and spreading very quickly, especially on the internet. Viral spreading is essential for every social media web, it is important and correct. Viral spreading would be cheap and easy way how to promote something but on the other hand it is contingent and unpredictable. Viral spreading can be partially streamlined but it cannot be fully controlled. It depends on activity of users. (Bednář 2011, 18)

Viral spreading is enacted via sharing, rating (“Like” button) or comments. Every user has Timeline on which their activity is shown, as well as activity of their friends. Therefore Facebook users can see new actualization, interesting contents, new pages, applications and possibly spread them further. Actualization of active users are more likely to be shown to their friends, because they are preferred, considered to be interesting and worth spreading. (Bednář 2011, 18)

3.2.1 Mass viral spreading

Mass viral spreading is a rapid spreading of information through social media websites. Every user who gets in touch with the information, shares it further to majority or

all friends. Progress of mass viral spreading is often short, after its content gets to every possible user, spreading starts decreasing. Mass viral spreading is a target of every marketer on Facebook, nonetheless it is difficult to create this effect and after it is created it is impossible to control it. It may be problem with regard to the fact, that widespread information can change its meaning. Bednář (2011, 19-21) defines 3 major types of viral spreading:

3.2.2 Linear Viral Spreading

Information is spread from user to user, but is not multiplied. Spreading is slow and can take a long time attracting new users along its way. Linear viral spread information can become mass viral spreading.

3.2.3 Residual Viral Spreading

This represents what is left from initial information after mass viral spreading or when initial information became uninteresting. Contents are spread among residuum of users, who are not familiar with it yet. Residual spreading is slow and ineffective.

3.2.4 Retro Viral Spreading

Old information, which has lost its popularity and users share it only for remembrance or nostalgia. Retro viral spreading can be used for marketing by adding new information to the old content.

3.3 Timeline and Profile

After logging onto Facebook, every user has its own Timeline. Timeline is kind of Profile of the user which contains many features. There is a profile picture, cover picture, information about user – workplace, education, residence, home town, birthday date, relationship status, family members, etc. These information can be very detailed, it depends on the user, what will fill up or if the information will be public. Timeline also allows going to the past to see old posts, users can see their activity log, add a life event, share photos and video, etc.

3.4 Fan Page

Fan Pages (or Pages) on Facebook are meant for companies, brands, artists, celebrities and such to connect with their fans or customers. Pages can be customized and used like a Profiles on Timeline by sharing information, hosting events or adding apps but unlike

Profiles, Pages have features made especially for business or other tools suited to a particular purpose of Page.

Page is managed by a Facebook user, through his personal account. Such user can use the Page to like other Pages, to comment on posts as a Page, like photos as a Page, host events, and so on. Facebook users who will “like” the Page will become Fans of the Page and will see Page’s updates on their News feed.

Facebook page offers detailed insights tabs thanks to which a complete activity can be easily monitored. Most important are:

General Overview

Containing numbers of new Fane Page likes, reach of posts and engagement of people. All is expressed weekly by percentage in comparison to previous week, or in manually set period of time. At the bottom of Insights page there are five most recent posts and their particular statistics about likes, shares, number of clicks, reach, engagement; and also possibility to boost (promote) them.

Posts

Shows data connected with all posts on the Page. Statistics shows what type of posts are on the Page, their reach (organic or paid) in a set period of time, statistics of every single post showing number of likes, comments, sharing activity, audience targeting and engagement of fans.

People

This Insight tab shows data about Page fans – users who like the page, people who are reached – users who were served the posts of the page and people engaged – users who liked, comment on or shared posts of the Page. These three groups are furthermore put into statistics graphs and expressed by percentage according to the total number of women and men, age, country, city and language. This feature would be a very handful tool to audience targeting and measuring the results.

3.5 News Feed

Every Facebook user have News feed which shows post of their friends, photos, videos, activity of applications, liked Pages or activity of friends. New feed is constantly refreshing. (Facebook 2015)

Currently, Facebook has two News feed “channels”, which are shown to users as “Top stories” or “Most recent”. Facebook users with many friends have many of most recent posts; therefore, Facebook shows them usually only top stories. (Bednář 2011, 18)

3.5.1 Top Stories

This option is set as default and shows popular stories of user’s favorite friends and pages. It shows posts which have gained attention recently. Top stories channel is based on an algorithm and uses factors such as comments, likes and sharing to find out the most interesting posts for a particular user and provide them accordingly to relevance rather than in a chronological order. (Facebook, 2010)

Top stories are more likely to be seen, shared, commented or rated by more users and become massively viral spread. This is caused because Top stories tend to be show repeatedly in hour or even day intervals, which also prolongs the life cycle of the post. (Bednář 2011, 19)

3.5.2 Most Recent

Most recent channel shows posts of all user’s friends and pages in chronological order and it is automatically refreshed. (Facebook, 2010)

3.6 Groups

Groups are also considered also as a potential tool usable for internet marketing. Groups are meant to be place for discussion for Facebook users with the same interest. There is a News feed with similar possibilities as News feed in Timeline, thus members of the Group can share anything and others can like, share, or comment on it, this is the main intention of Groups.

Groups have their administrator, who is managing the group. Groups can be private (Facebook user needs an invitation or has to be sent a request to join), public or secret. One of the handiest features in Groups is collective message to all members of the Group. Besides that, every member receives a notification, when there is some activity in the Group. (Bednář 2011, 35-36)

3.7 Events

Feature which help to organize meetings, to invite users and stay in touch with them. Events contain date and time, predicated weather, list of people who “are going”, who are

“not going”, people who selected option “maybe” and complete list of invited users. Furthermore in Events are also possibilities of News feed, so everyone who knows about the Event or host of the Event can share anything.

3.8 Applications

Facebook shortly after it became public, gave opportunity to all developers to create applications on Facebook, using whole potential of the social media. Unlike Facebook’s biggest competitor MySpace, where the application would be developed only by MySpace. Application used data from users’ profiles, enabled advertisement or payment inside of the applications. Application also could publish posts to the user’s news feed or invite user’s friends. Nowadays Applications’ interventions to privacy of the users are rigorously restricted. Application can be used when business wants to create awareness about new product or to increase existing awareness about brand or product. Development of such application should be very expensive therefore use of Facebook applications to marketing purposes is meant rather for bigger businesses. Among applications are for example games, quizzes, applications with virtual presents or widgets. (Treadway and Smith 2011, 197-210)

3.9 Mobile Applications

Currently Facebook mobile application is available for all mobile platforms. Facebook mobile application offers every features of the desktop website version instead of different form and design. User has access to his Profile, Photos, Videos, Timeline, News Feed or search line at the top. Besides the Facebook application, Messenger application can be used. Messenger is also available for all mobile platforms and allows for chatting with people on Facebook via mobile phone. If user set mobile number into the application, he will receive message from the Facebook as a SMS even if he is not online on Facebook chat. There is also mobile application made for administration of Facebook Fan Pages. Application Pages contains also all features of classic browser version including Insights, Messages, Notifications, News Feed and naturally access to share posts from the mobile phone.

4 FACEBOOK MARKETING AND ADVERTISING

Marketing on Facebook would be enormously beneficial when done in a right way. Unlike other marketing methods Facebook is not only about one way communication or just announcement of a message. Even though marketing on internet was at first focused only on one way announcement via banners, marketing on Facebook is based on word-of-mouth principle, on conversation, relationships and engagement of people. Many authors claim that essential thing to success of Facebook marketing campaign is to have a plan.

At first marketers should have clearly stated goals of such campaign. Whether Facebook marketing will be only a sales promotion or made to enlarge brand awareness and image. Most important goal is probably to enlarge the business and address utmost of potential customers. (Cijo and Gul 2014, 34)

Second most important aspect is plan before launching a campaign is target audience. Marketers should know exactly who the target audience is to gain largest success of the campaign. Marketers would find out target audience whether before launching by their own, by research or simply by targeting those customers they target in other marketing methods. Alternatively marketers can target campaign generally based on their presumptions about audience and later on adjust targeting precisely according to Facebook Page Insights feature, as mentioned above. (Cijo and Gul 2014, 34)

Last but not least, probably the most important is to engage fans and make them feel important. Marketers should be active on the Facebook page posting at least one post per week. Fans should feel engaged, involved and important. Marketers ought to ask fans for feedback or opinion, set up a discussion, ask them a questions about products or services, show them that their opinion is important and can influence something. In return of their help and loyalty, marketers can offer them free products, discounts or arrange a small competition which can by the way increase awareness as well. (Cijo and Gul 2014, 35)

4.1 Facebook Ads

Using Facebook Ads, can significantly help to boost promotion but should not be the only way of promotion. Creation of Facebook Ad is easy, quick and allows for notable possibilities of customization especially thanks to the elaborated audience targeting. Therefore Facebook website about advertising says “Over 1 billion people. We’ll help you connect with the right ones.” (Facebook Advertising 2015)

Cijo and Gul (2014, 81) argue that focus only on Facebook Ads in marketing campaign is not a good idea as well as relying only on one channel in marketing. Facebook Ads are a good tool to expand customer base but are not a substitute for other ways of online or offline strategy. It is useful to obtain full potential of all communication channels such as TV, radio, newspapers, leaflets or email marketing.

Facebook Ads can be divided into two general groups – Ads and Sponsored stories. With Sponsored stories advertiser do not create content of the Sponsored stories, they are created by Facebook users. Sponsored stories show activity of the user, whether user like or comment or something. When paid, such stories are shown to the much wider audience and right on the News feed. Sponsored stories do not change appearance of the story but only distribution.

Second group are Ads. They are fully controlled by user who wants to use Facebook Ads. User controls the text, picture and headline of the Ads. Among Ads according to Qwaya (2015) are for example:

4.1.1 Page Like Ad

Page Like Ad is located on the right side of the Facebook website or in the News feed. Ad is marked as a “Suggested page” or “Sponsored.” It includes headline with maximum of 25 characters, body of the text with maximum of 90 characters and picture. Page can be liked directly from the displayed Ad. Fan Page Ad, can be also displayed in mobile application.

4.1.2 Website Ad

Website Ad is located on the right side of the Facebook website and it works as a hyperlink to website. After clicking on such Ad, user is redirect to the website which is more important or contains different information than Facebook Page. Features of the Website Ad are the same as in previous example, with the exception of only website possibility.

4.1.3 Page Post Ad

Such posts are also called “promoted” or “boosted.” Promoted posts are sponsored in order to increase their reach. Sponsoring post does not affect its appearance or other features, therefore such posts can be liked, commented or share as any other post. On the contrary promoted posts are shown to current fans of the page, to the friends of the fans and

to the Facebook users who are not acquainted with the page as well. Features of such post are the same as in the previous two examples.

4.2 Targeting

Facebook Ads offer detailed targeting of the right audience. Cijo and Gul (2014, 84) claim this feature as a vital for the success of the Facebook marketing strategy. Targeting allows marketers to target specific audience based on several criteria:

Target by Gender and Age

Targeting by gender and age is essential one. Marketer should thanks to the profile of the target person or insights of the page know, who the target person is and target Ads accordingly.

Target by Location

Facebook has tools that can find out location of the users whether by data in a user profile as well as IP address of the user. Thanks to the IP address, Facebook can determine country, state or city of the user. Facebook Ads offer targeting based even on the distance radius from the target city.

Target by Interests

Audience targeting by interests is based on the information or liked Pages in the profile of the Facebook user. Such targeting allows marketer to define audience by interests but also by education, activities, sports, etc.

II. ANALYSIS

5 METHODOLOGY OF THE ANALYSIS

In the Theoretic part the information about Facebook service and successful campaign using it were summarized. The Analysis focuses on proposal of the actual Facebook campaign using knowledge gained in the first part. The Analysis starts with information about Erasmus program and over research related to target audience gets to the proposal. Primary and secondary sources were used in research as well as deduction based on information.

5.1.1 Aim of the Analysis Part

To apply knowledge of the Facebook service and social media marketing from the Theoretic part to create proposal of the Facebook campaign for the Tomas Bata University in order to convince international students of Erasmus program to choose the Tomas Bata University for their exchange stay.

6 ERASMUS

Erasmus program (European Community Action Scheme for Mobility of University Students) was found in 1987 (in the Czech Republic since 1998) by European Union and it is student exchange program. Erasmus is intended for students of universities who are willing to study or work abroad, university pedagogues or mentors who are willing to teach abroad or employees of universities who are willing to educate themselves abroad. Since 1987 program Erasmus helped over 3 million students to study abroad. (NAEP 2015)

According to statistics available on webpage naep.cz between years 1998 (when was Erasmus started in the Czech Republic) and 2013 the total amount of students incoming to the Czech Republic was 38.359 and total amount of Czech students outgoing abroad was 67.374 which is almost twice as much. Furthermore, the most favorite destination of Czech students was throughout these 15 years Germany, France and Spain whereas students incoming to the Czech Republic were also mostly from Spain, France as well as Germany. For purpose of this thesis, only incoming students are relevant. See graph below:

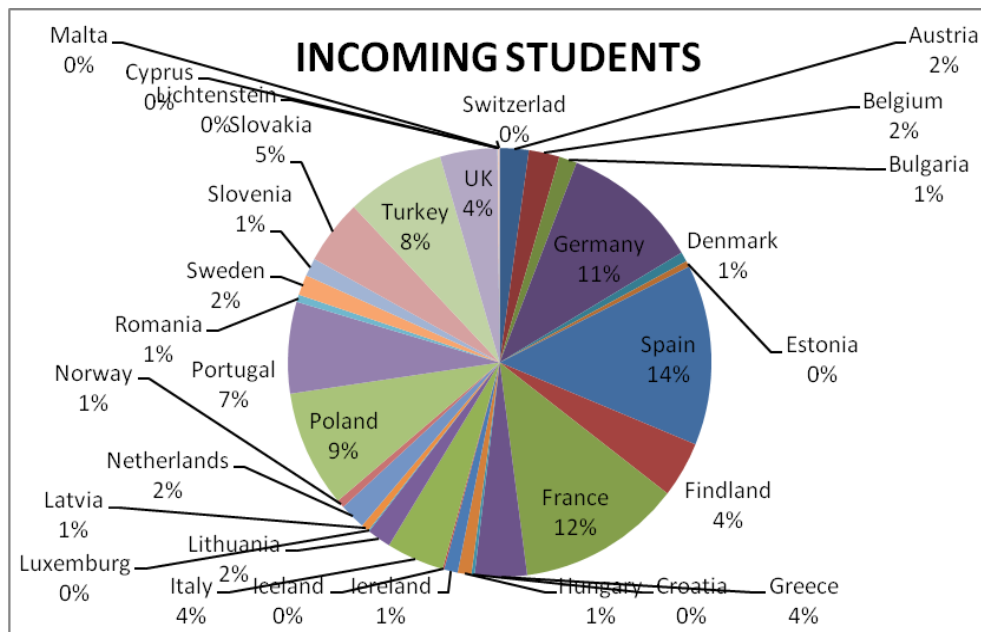


Chart 2: Total amount of incoming Erasmus students 1998-2013 (NAEP 2015)

As long as the Tomas Bata University (TBU) is a member of Erasmus International program it offers possibility to international students to study in Zlín and to Czech students to study on some of the collusive universities. Universities which cooperate with Tomas Bata University in terms of Erasmus program differ for each of six faculties. Bilateral agreements are stated on Tomas Bata University webpage.

6.1 Erasmus in Zlín

Tomas Bata University (TBU) provides their students with rich opportunities to study abroad in terms of bilateral agreements with various European universities. These bilateral agreements allow for cooperation or students exchange between TBU and contract universities.

For purpose of this thesis are cooperative universities important because of Facebook campaign targeting. Thanks to the data about bilateral agreements posted on webpage of TBU, Facebook campaign would be more effectively targeted to the particular audience in particular states or even cities, where the universities are situated. Table 1 bellow shows states and cities of cooperative universities. Differentiations of cooperative universities according to TBU faculties or study programs as well as names of universities were not taken into consideration at this stage of the thesis.

State	Cities
Austria	Dornbirn, Graz, Klagenfurt, St. Pölten, Wien
Belgium	Brussel, Diepenbeek, Gent, Lauwereys, Leuven, Liège
Bulgaria	Sofia
Croatia	Dubrovnik, Osijek, Zagreb
Cyprus	Nicosia
Denmark	Herning, Risskov,
France	Aubiére, Beja, Besancon, Bordeaux, Lille, Lyon, Montpellier, Mont Saint Aignan, Orleans, Roubaix, Saint-Etienne, Toulouse
Finland	Espoo, Hämeenlinna, Jyväskylä, Lappeenranta, Rovaniemi, Tampere, Vaasa
Germany	Aachen, Chemnitz, Dortmund, Dresden, Essen, Frankfurt, Heilbronn, Kaiserslautern, Neu-Ulm, Nordhausen, Rheinbach, Sankt Augustin, Weimar, Wismar, Worms, Zwickau
Greece	Athens, Corfu, Kavala, Lamia, Larissa, Nafplio, Sindos
Hungary	Budapest, Miskolc, Sopron, Szeged, Veszprém
Ireland	Cork, Galway, Letterkeny
Italy	Bologna, Cagliari, Genova, Fisciano, Milano, Trento, Udine, Viterbo
Latvia	Riga
Lithuania	Kaunas, Klaipeda, Siauliai, Vilnius
Netherlands	Amsterdam, Zwolle
Norway	Lillehammer, Volda
Poland	Bydgoszcz, Gilwice, Cracow, Katowice, Kielce, Lodz, Lublin, Nysa, Rzeszów, Torun, Warsaw
Portugal	Aveiro, Beja, Porto, Santarém
Slovakia	Bánska Bystrica, Bratislava, Košice, Nitra, Prešov, Ružomberok, Trenčín, Trnava, Zvolen, Žilina
Slovenia	Ljubljana, Maribor, Koper
Spain	Cádiz, Córdoba, Cuéncia, Granada, León, Leioa, Madrid, Málaga, Móstoles, Toledo, Salamanca, Sevilla, St. Gallen, Valencia, Vigo
Switzerland	Delémont, St. Gallen
Turkey	Ankara, Boru, Bornova, Edirne, Eskisehis, Gaziantep, Izmir, Istanbul, Kocaeli, Konya, Malatya, Merkez, Tekirdag, Tunceli
United Kingdom	Cardiff, Nottingham

Table 1: List of cooperative universities based on bilateral agreements (Thomas Bata University, 2015)

6.2 Buddy System

Buddy system is a voluntary student organization based in Tomas Bata University. Buddy system provides help for incoming Erasmus students who can find the beginning of their studies in Zlín stressful because of unfamiliar environment, different language, new people or education system.

Buddy system cooperates with International department of TBU and since 2011 is member of ESN CZ (Erasmus Student Network) organization which unifies 12 more similar organizations on Czech universities that are focused on helping Erasmus students. ESN CZ is official member of ESN International which has its organization in 36 European countries, with 391 local sections and unifies more than 12,000 students. Such membership

allows for sharing ideas and experiences and makes whole process much easier. (Tomas Bata University, 2015)

Incoming Erasmus students can contact Buddy system before arrival in Czech Republic and students from Buddy system are ready to help them. Buddies are helping in many different ways, including transportation to the Zlín, pick-up service at the station or showing of their dormitories. Buddies are available for the Erasmus students throughout their whole stay.

Buddy system organizes different events for the Erasmus students such as Welcome week, which is full of socializing and getting more comfortable either with their international colleagues or Czech students and the TBU itself. Buddy system also shows the Erasmus students all the important or interesting places in Zlín and whole University and organize trips for instance to Zoo in Lešná, Lukov castle, laser games, etc. Erasmus students can turn upon Buddy system also in case of medical issue and they will recommend them a doctor in Zlín. (Buddy System Zlín, 2015)

7 PROPAGATION OF STUDIES IN ZLÍN ON FACEBOOK

As stated above, Facebook offers several ways how to present an entity. Not every of them are suitable for promotion of studies in Zlín. Major three options are described below from the point of view of their suitability to promote studies in Zlín.

7.1 Profile

Profile is a basic object of Facebook existence. In past, businesses were starting Profiles to promote themselves, this way is nowadays completely inefficient. Even though that with Profile non-personal entity on Facebook would behave as a person, connect with friends, be part of the Group or fan of Fan Pages, such way of promotion has considerable limits.

Profile cannot be promoted by using Facebook Ads, posts from Profile cannot be promoted, neither there is no way how to measure engagement or do an efficient targeting and last but not least, every friend request would have been manually confirmed.

Using Profile as corporation to promote business is also against Facebook terms and conditions. Violation may lead to deletion of the Profile and other objects created by such Profile.

Communication would be seen as advantage of the Profile. Although Fan Page offers to receive and to send messages to its fans or other Facebook users, the communication, especially with large Fan Pages with thousands of fans, would be extremely hard.

7.2 Groups

Group, on the other hand, would be reasonably efficient when speaking about communication. In Group, all the participants would be present, whether incoming students, students who have already studied in Zlín, or students from TBU who would be involved in such project of promotion of studies in Zlín.

Communication feature of the Groups is irrecoverable. An open discussion hand in hand with direct message to all members of the Groups should be usable in many ways. All the questions from the incoming students would be very fast answered and students already in Zlín would have also been provided with the help immediately. Such Groups would then be furthermore divided according to the Faculties, study program, free time activities or accommodation. Administrator of a Group can create events of the Group, ask questions or upload files and photographs.

Groups focused on Erasmus students in Zlín already exist. The biggest one is called Erasmus in Zlín. It is private Group, therefore an acceptance is required. The Group has 682 members and consists of international and Czech students and it is run by Buddy System.

On the contrary, Groups are not meant to be used for promotion or marketing purposes, that is why Groups also cannot be promoted using Facebook Ads. Furthermore, Group does not have an Insight feature, thus administrator cannot monitor engagement, targeting, reach, etc. The marketing potential of the Group can be fully utilized when combine with Fan Page.

7.3 Fan Page

Fan Page are said to be the most efficient form of marketing on Facebook and as well as possibility of a promotion of studies in Zlín. Fan Page offers the most sufficient tools to promote studies in Zlín.

Facebook Fan Page can be promoted with Facebook Ads and directly targeted on the particular audience. Using the data about bilateral agreements of Erasmus, it can be targeted accordingly to state or city, where cooperative universities are located. Potential and complete marketing plan of Facebook campaign, using Fan Page, is described below.

7.4 Application

Application shared or bound to the Fan Page would increase engagement and reach of fans, possible incoming students. Application should be done accordingly to the audience, therefore in a form of a game or quiz.

TBU would use skills of students from Faculty of Applied Informatics to pre-set the Application, otherwise this promoting option would be costly due to involvement of third party company.

7.5 Cross Promotion

Cross promoting means to share and promote the Fan Page on other already existing platforms. Cross promotion can be also offline, using for example link to Fan Page in catalogue, leaflet, banners, etc. This way of cross promotion would not be efficient in case of promotion of studies in Zlín, because the promotion is focused on foreign students and such promotion would be expensive.

Considering the online options of cross promotion there are many more possibilities. To make the cross promotion work well, Fan Page should have a custom URL. Thanks to which the Fan Page URL will look as a actual webpage with Facebook's domain. Cross promotion would be done on Facebook level, where an official Fan Page of TBU, Fan Pages of particular faculties or Buddy System Fan Page would share Fan Page dealing with promotion of studies. Another online option is promotion on a website of TBU. More precisely using a Facebook Plugins, such as Like Button which can directly send the user to the Fan Page. Apart from the fact, that also cooperative universities can help with the cross promotion.

It is also important not to ignore the search engine optimization (SEO). Right optimization of Facebook Fan Page will ensure that it will occur at the first places in search on Facebook but also outside the Facebook for example on Google, Bing or Yahoo. To make assure a good ranking of the Fan Page in search engines it should have a clear name and very rich description with right key words.

7.6 Another Social Media Networks

There is a possibility of promotion of studies in Zlín not only on Facebook, but also on another Social Media Networks. Based on information stated above Google+ would not be a suitable network to run a marketing campaign because numbers of users and also popularity especially among young people is low, as well with MySpace.

Twitter, on the other hand, would work well, with regard to 248 millions of users and high popularity among young people. However, Twitter does not offer such marketing tools as Facebook and limits posts to 140 symbols. Therefore, Twitter would be an effective complement to Facebook Fan Page used to cross promotion or to post fresh news, however it is not suitable to be primary platform for marketing campaign.

Instagram can be a useful complement too. Even though there is no possibility to run a marketing campaign in the same form as on Facebook, because there are not Insight tools as on Facebook or no targeting options; Instagram is simple, clear, well-arranged and with right usage of hashtags would attract the target audience to the Instagram profile where can be link to Facebook Fan Page to cross promote. On the other hand, Instagram is still mainly used only on smart mobile phones which can possibly exclude potential international students who do not have an Instagram account as well as make communication harder.

8 FACEBOOK MARKETING CAMPAIGN

Starting a marketing campaign on Facebook requires consistent preparation of a plan and set targets which campaign is supposed to reach. Plan should contain at least targets, target audience, time range to fulfill the targets, content and budget for the advertising.

Furthermore, such marketing campaign can be done by individual, group of individuals or specialized agency. Specialized agency can offer professional approach to demanded targets, on the other hand, such campaign will be expensive. It is said, that for the best results of Facebook marketing campaign the person or persons who run the Fan Page are in role of administrator and publisher should be involved in the organization. In this case, Fan Page should be administered by TBU student or a group of TBU students.

8.1 Targets of Campaign

Targets of Facebook campaign may differ. It is always dependent on various aspects. Whether campaign aim to increase sales, brand awareness, number of fans or just to make a communication and feedback easier.

In this case the main target is to promote studies in Zlín and persuade international students to choose TBU in Zlín for their Erasmus exchange stay. To attain this it is necessary to reach utmost number of fans which will allow sharing information thanks to the WOM on Facebook among other users and will lead into constantly raising number of fans.

Secondary target is to engage fans of the Fan Page, involve them into conversation, ask them questions, arrange contests, etc. Engagement of fans will again lead into further sharing of WOM.

8.2 Target Audience

As stated above Erasmus program is for university students who want to study abroad, university pedagogues and mentors who want to teach abroad and university employees who are willing to educate abroad.

According to statistics of NAEP number of incoming students between years 1998 and 2013 was 38.359. Number of teachers incoming to the Czech Republic was in the same period 12.764 and 2104 employees. Therefore this campaign will focus on students.

Target audience is both women and men, in age between 18 and 26 years, who are currently university students or who are willing to study at university and who are living in one of the states where cooperative universities are located.

Later on when designing a Fan Page, audience can be further targeted for instance by interest, or more accurate location. This should allow targeting advertising mainly in the large cities where the cooperative universities are situated in order to get maximum reach.

8.3 Come in Zlín

Come in Zlín is a name of the project and Facebook Fan Page itself. The name is on purpose chosen to correspond with already existing TBU slogan “Be in, study in Zlín.” It is easy to remember and it expresses fully its meaning - incoming to Zlín for studies.

Logo of the project and Facebook Fan Page (Picture 1) also clearly shows its meaning. Beside headline “Come in Zlín” there is a symbol in the background used to mark location in online map services such as Google Maps. Last but not least, orange color is also chosen on purpose to match with the color of the TBU.



Picture 1: Logo of the Come in Zlín project (Author's own creation)

8.4 Come in Zlín Fan Page

Creation of Fan Page is easy and quick. It is divided into several steps. First step is to pick sector where the entity, for which the Fan Page is created, belongs. In this case the “Education” is more than a clear option. Second step is to fill “About” information. This step is important because right page description will increase ranking of the Fan Page in search results. Come in Zlín “About” would say, “Student project based in Zlín, Czech Republic, which provides services to Erasmus students who are considering studies at the

Tomas Bata University.” The “About” is limited up to 150 characters and can be changed later on in settings. In the same step webpage address (organization’s web page, YouTube channel web page, Twitter web page, etc.) can be added, it will be displayed under the “About” text. The last thing in this step is to create a custom URL that will help to remember link to the Fan Page easily. The custom URL would be “comeinzlin” and therefore the whole link will be “facebook.com/comeinzlin.”

The next step in creation is to upload a profile picture, in case of Come in Zlín, profile picture is the logo (Picture 1). Following step allows adding Fan Page into “Favorites” of the administrator. Fan Page will be then displayed always in the left column on Facebook Home page.

The last step in the Fan Page creation is to pick target audience of the Fan Page. Facebook claims, that all users will be able to find the Fan Page, but the selected groups of users will be preferred. Targeting allows options for Location (State, country or region, city or postcode), Age, Gender (women, men, all) and Interests. (Picture 2) Considering the Interests, Facebook suggest to which interests focus on. Suggested interests are unwinding from interests which were typed in. Interest feature also enables to see estimated number of users who have expressed the interest or like Fan Page related to the selected interest. (Picture 3) Unfortunately, below many of these statements Facebook notes that the data would be irrelevant.

Set up Come in Zlín

1 About > 2 Profile Picture > 3 Add to Favourites > 4 Preferred Page Audience

Tell us about the people you'd most like to connect with. Anyone can find your Page, but we'll do our best to put it in front of the people who matter to you most.

Locations ⓘ Add a country, county/region, city or postcode

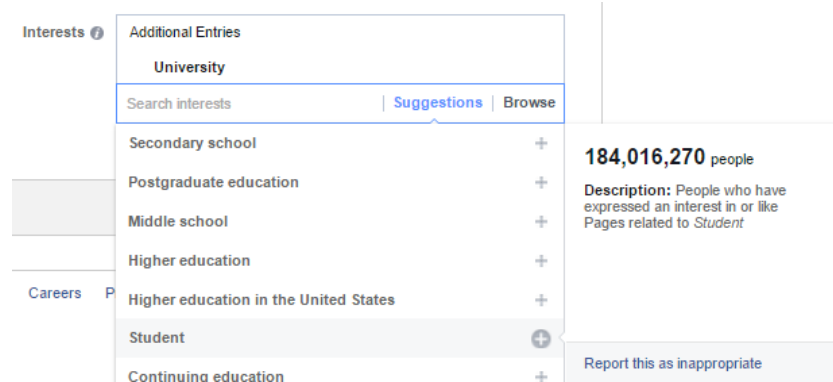
Age ⓘ 18 - 65+

Gender ⓘ All Men Women

Interests ⓘ Search interests | Suggestions | Browse

Skip Save

Picture 2: Preferred Fan Page Audience (Facebook, 2015)



Picture 3: Users with the chosen Interest (Facebook, 2015)

For the purpose of Come in Zlín, in Location were added states where the cooperative universities are situated, Age was set from 18 to 26 years and Gender to “All”. Interests were picked accordingly to Erasmus program and study programs of TBU, for instance “Erasmus Student Network, English Language, Economics,” etc. After these initial steps, the Fan Page is created. (Picture 4) Further steps will lead to adding a cover picture and completion of contact information.



Picture 4: Actual Fan Page on Facebook (Facebook, 2015)

After completing all the information, Fan Page is ready to use. Next step would be cross promotion or sharing of the Come in Zlín Fan Page on Fan Page of the TBU, Buddy System, in Erasmus groups or simply invitation of users. Nonetheless, before Fan Page gets in touch with the target group, content should be posted.

8.4.1 Content Suggestions

As mentioned above, at least one post per week is required to make the Fan Page attractive for the fans. Potential incoming students should be at first provided with understandable information about studies at the TBU and their question considering studies or living in Zlín have to be answered. Administrator should offer entertaining posts, including photographs from university's events, articles or fresh news. Efficient way how to persuade an international Erasmus student to choose the TBU would be to arrange interviews with Erasmus students who have already studied at the TBU to express their experiences. Interviews can be in a form of video, because it may seem much more entertaining and it can also be used to promote a YouTube channel. Some of the contents ought to be prepared before launching the Fan Page.

8.4.2 Engagement

To engage the target audience the administrator should endeavor to create discussions between fans by asking a questions or asking them for their opinion. Such discussion should be efficient if both students who have already been in Zlín and students who are considering studies in Zlín are involved.

8.5 Creating a Facebook Ad

Facebook Ads can be used to promote the Fan Page, Website or to boost posts. Facebook Ads works in a way, that the administrator creates Ad, pay for it and Facebook declares certain number of new Likes, or raise in reach of Posts.

Facebook Ads are created in Facebook Ad Manager which contains following features:

Advert Preview

Left half of the Ad Manager, which shows how the Advert will look as the Suggested Page, which appears on users' Timeline among other posts; as the Suggested Page in mobile phone application or as the Suggested Page in the right column. Advert Preview changes simultaneously and thus, every change is immediately displayed.

Create Your Advert

This section allows changing the image of the Advert and also gives possibility to write short information (maximum of 90 characters) about the Fan Page.

Choose Audience

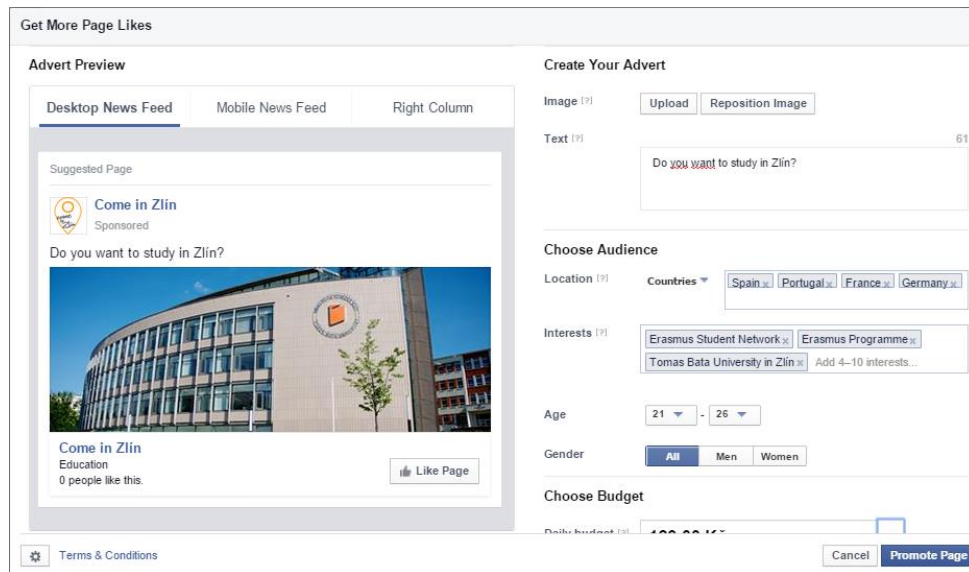
Choose Audience is similar to the targeting tools used when the Fan Page is created. It contains Location, Interests, Age and Gender. Facebook suggest adding only a few locations in order to enlarge the reach. Advert can be also targeted only on city on region. In case of Come in Zlín campaign, adding whole list of states with cooperative universities will narrow the reach, therefore, several Adverts should be created, each focused on couple of states.

Choose Budget

The most important part is choosing a budget which are entity willing to pay for the Advert. Budget is set to daily amounts of money, which are inversely related to the estimated number of new fans. For example starting at the 26 Kč with 2-9 likes per day and ending at the 514 Kč with 45-182 likes per day. Those numbers also depends on how the targeting is set and the amount of money can be customized. Following step is to set the time range of the Advert. There are two options: to run the Advert continuously or choose date when the Advert will end. At the very bottom of the Advert Manager the currency settings are located.

8.5.1 Cost of a Particular Facebook Ad

Creating the Facebook Advert may not be expensive. At the Picture 5 is the Facebook Advert targeted at the four countries with the highest number of incoming students; Interests are set to “Erasmus Students Network, Erasmus Program, Tomas Bata University in Zlín;” age to 18-26 years and gender to “All.” Advert is scheduled for 14 days. The minimum cost is 357 Kč with approximately 24-126 new fans. With average of 75 new fans, it is 4.76 Kč per new fan. On the other hand, the maximum cost is 7.054 Kč with approximately 614-2.562 new fans. With average of 1.588 new fans, it is 4.44 Kč per each new fan.



Picture 5: Particular Facebook Ad (Facebook, 2015)

8.6 Recommendation for Implementing the Strategy

Come in Zlín propagation plan can be used by TBU for the promotion of studies in Zlín. Costs of such campaign are reasonable and results would be sufficient. As stated above, TBU can use abilities of their students to prepare all the contents or administrate the Fan Page. Speak nothing of students from Faculty of Applied Informatics who undoubtedly have abilities to pre-set Applications.

Furthermore promotion can focus on uniqueness of Zlín as such or uniqueness of the Czech Republic. Town of Tomas Bata or beer and beautiful women are the things thanks to which is the Czech Republic famous and would be sufficient enticement.

8.6.1 Limits of the Proposed Strategy

The major limit of the strategy may be the financing of Facebook Advert. It is only up to the TBU how much money they are willing to invest in such campaign which offers in advance only approximate results. Furthermore, it is essential to have employees or students who will take care of the campaign and who will administrate it in order to fill the target of at least one post per week. The second limit would be that young people are thought to be slowly leaving the Facebook. However this limit can be suppressed by presence on the other social media networks.

8.7 Measurability of the Results

Measurement of the Facebook campaign is easy thanks to the Facebook Insights tab in Fan Page administration. As stated earlier, Insights include Overview, Likes, Reach, Visits and People. Insights offer detailed information about engagement or reach of posts. It shows reach which is organic and reach paid using Facebook Ads. Furthermore, it shows demographic data about the fans of the Page, including age, sex, country, city and language. This clearly shows whether the posts reached target audience or some changes have to be done. Insights can also help with counting the final cost of the campaign, because money can be divided by the reach or total number of fans and involvement.

CONCLUSION

Present day demands on marketers leads to the new trends of marketing communication. Marketing using social media sites is surely one of it. Social media marketing gave more challenging opportunities for marketers worldwide. Facebook can be sufficient media for marketing propagation, but it has to be done in right way. Such campaign insists of careful preparation which in the end can result in success.

This thesis dealt with marketing on Facebook to Erasmus students. Promotion of studies in Zlín on Facebook would have sufficient results. The most important part is to have detailed plan before starting the campaign. Know who the audience of such campaign is, where the audience lives or how old the audience is. Then targeting of such audience can be done and marketers are sure that the message will get to the right people. As the most efficient tool on Facebook for marketing the Fan Page is considered. Only Fan Page offers sufficient features for communication with people on Facebook. Besides that, Fan Page has the unique Insights tab which significantly helps results of the campaign of further targeting.

Campaign on Facebook would be free or paid. Facebook Ads offers possibility of customization of certain Advert and also possibility of targeting or total budget of the Advert. Analysis part shows that such advertisement is not expensive when divided into people reached. In final part thesis contains certain recommendations on content or campaign itself. This marketing campaign on Facebook should be sufficient. For more sufficient results the cross-promotion can be done. Whether on Facebook or on websites of Thomas Bata University. Besides Facebook campaign also Instagram as stated in the theses, should help to convince international Erasmus students to come in Zlín because it is simple and appeals on visual senses.

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LIST OF ABBREVIATIONS

ESN	Erasmus Students Network
FTP	File Transfer Protocol
ICQ	I Seek You
NAEP	Národní agentura pro evropské vzdělávací program
SEO	Search Engine Optimalization
SMS	Short Message Service
TBU	Thomas Bata University
URL	Uniform Resource Locator
VOIP	Voice Over Internet Protocol
WOM	Word of Mouth
WWW	World Wide Web

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