

Project Dissertation

On

Transformation of Traditional Marketing into the Paradigms of Social Media Marketing: A Case Study on Coca-Cola

Submitted By:

Shashank Kashyap

2K14/MBA/68

Under the Guidance of:

Abhinav Chaudhary

Assistant Professor



DELHI SCHOOL OF MANAGEMENT

Delhi Technological University

Bawana Road Delhi 110042

Jan -May 2016

CERTIFICATE

This is to certify that the Project Report titled “Transformation of Traditional Marketing into the Paradigms of Social Media Marketing: A Case Study on Coca-Cola” is a bonafide work carried out by Mr. Shashank Kashyap of MBA 2014-16 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfillment of the requirement for the award of the Degree of Masters of Business Administration.

Signature of Guide

Mr. Abhinav Chaudhary

Signature of Head (DSM)

Mr. Anurag Tiruwa

Seal of Head

Place:

Date:

DECLARATION

I Shashank Kashyap declare that this project report entitled “Transformation of Traditional Marketing into the Paradigms of Social Media Marketing: A Case Study on Coca-Cola” is an original piece of work done and submitted by me towards partial fulfillment of my Post Graduate program in MBA under the guidance of Mr. Abhinav Chaudhary, Assistant Professor, Delhi School of Management, DTU.

.

DATE:

SIGNATURE:

ACKNOWLEDGEMENT

I am using this opportunity to express my gratitude to everyone who supported me throughout the course of this MBA project. I am thankful for their aspiring guidance, invaluable constructive criticism and friendly advice during the project work. I am sincerely grateful to them for sharing their truthful and illuminating views on a number of issues related to the project.

I would first like to thank my research guide Mr. Abhinav Chaudhary, Associate Professor, Delhi School of Management. The door to his office was always open whenever I ran into a trouble spot or had any question. He consistently allowed this project to be my own work, but steered me in the right direction whenever he thought I needed it

I would also like to acknowledge Mr. Anurag Tiruwa, PhD Scholar, Delhi School of Management, I am gratefully indebted to him for his very valuable comments.

Finally, I must express my very profound gratitude to my family and friends for providing me with unfailing support and continuous encouragement throughout two years of study. This accomplishment would not have been possible without them.

EXECUTIVE SUMMARY

Social media has created unprecedented level of transparency between a company and its consumers. Companies are constantly looking for ways to enhance their product offerings and finding key incentive points for customers. Likewise, consumers are constantly providing valuable feedback and looking for the best deals for products and services. This increasing adoption of social media has made it common for companies to consider social media a primary method of interacting with their target audience.

The emphasis of this study will be on comparing social media with traditional forms of marketing to understand not only what social media is but also how to better utilize this digital form of marketing. This study will try to relate social media with different forms of traditional media to better understand what interactions and content will be most beneficial for marketing products and services of a company. This study uses qualitative case study approach on Coca Cola, one of the world's leading Beverage Company. Data is collected from varied sources such as scholarly publications, web articles and company's official website.

CONTENTS

Topic	Page No.
CERTIFICATE	I
DECLARATION	II
ACKNOWLEDGEMENT	III
EXECUTIVE SUMMARY	IV
1. INTRODUCTION	1
1.1 Traditional Marketing	2
1.1.1 Print Media Marketing	2
1.1.2 Broadcast Marketing	2
1.1.3 Direct Mail Marketing	3
1.1.4 Telephone Marketing	3
1.2 Evolution of Internet	4
1.2.1 The Incredible Growth of Web Usage (1984-2013)	5
1.3 Social Media	6
1.4 Current Scenario	8
2. SOCIAL MEDIA USAGE IN INDIA	10
2.1 Internet Penetration	10
2.2 Social Media Use in India	11
2.3 Facebook Use in India	13
3. CASE: COCA COLA	15
3.1 Company Overview	15
3.2 Past Marketing Campaigns	16
3.3 Coca Cola Current Marketing Strategy	18
3.4 Coca Cola Social Media Usage	20
3.4.1 Social Media Training and Analysis	20

3.4.2 Site and Content Creation	21
3.4.3 Social Media Connected to Data and Sales	21
3.5 Current Social Media Strategy	22
3.5.1 ‘SHARE A COKE’ CAMPAIGN	22
3.5.2 Expedition 206	23
3.5.3 24 Hours Session with Maroon 5	25
3.6 Coca Cola Social Media Campaign in India	29
3.6.1 Small World Machines	29
3.7 Transformation from Traditional Marketing to Social Media Marketing	33
4. RECOMMENDATIONS AND LIMITATIONS	34
4.1 RECOMMENDATION	34
4.2 LIMITATIONS	35
5. CONCLUSION	37
REFERENCES	39
ADHERENCE SHEET	42

List of Table

Table 1.1: Types of Social Media	7
----------------------------------	---

List of Figures

Figure 1.1: Increasing Internet Usage	5
Figure 1.2: Number of Social Media Users	8
Figure 1.3: Worldwide Digital Snapshot	9
Figure 2.1: Internet Penetration in India	10
Figure 2.2: Worldwide Digital Snapshot	11
Figure 2.3: Top Active Social Media platforms	12
Figure 2.4: Facebook Use in India	13
Figure 3.1: Coca-Cola Worldwide Recognition	15
Figure 3.2: First Coca-Cola Coupon	16
Figure 3.3: Coca Cola Marketing Campaign	17
Figure 3.4: Coca Cola Marketing Campaign	19
Figure 3.5: Coca Cola Share a Coke Campaign	23
Figure 3.6: Coca Cola Expedition 206 Marketing Campaign	24
Figure 3.7: Facebook snapshot 24 Hours Session with Maroon 5	26
Figure 3.8: Facebook snapshot 24 Hours Session with Maroon 5	26
Figure 3.9: Facebook snapshot 24 Hours Session with Maroon 5	27
Figure 3.10: Facebook snapshot 24 Hours Session with Maroon 5	27
Figure 3.11: Twitter snapshot 24 Hours Session with Maroon 5	28
Figure 3.12: Facebook snapshot 24 Hours Session with Maroon 5	28
Figure 3.13: Facebook snapshot 24 Hours Session with Maroon 5	28
Figure 3.14: Facebook snapshot 24 Hours Session with Maroon 5	28
Figure 3.15: Coca-Cola Presence on Social Media	30
Figure 3.16: Youtube snapshot of Small World Machines	30
Figure 3.17: Facebook Statistics of Small World Machines	31
Figure 3.18: Twitter Statistics of Small World Machines	32

INTRODUCTION

The media landscape has undergone an immense transformation over the last decade (Mangold and Faulds, 2009). Social media which consists of social networks and microblogs is rapidly replacing traditional media and this social media is providing companies unlimited new marketing opportunities. Now the fans of Coca Cola declare their love for the brand on Facebook and number of Starbucks customers are working together on the platform Mystarbucksidea.com to come up with new ideas for the popular coffee house brand for free.

Customers are moving away from traditional form of media, for example, radio, TV or magazines and are currently demonstrating interest towards social media to search for relevant information (Mangold and Faulds, 2009). Customers now consider social media as more dependable and trustworthy source of information than the customary instruments of traditional media utilized by the organizations (Foux, 2006).

Marketers needs to understand that brand communication will be increasingly generated by the consumers themselves through user generated social media. It becomes very important to differentiate company created and user generated social media communication and study the impact of these two forms of social media communication separately. This becomes extremely important because company created social media communication is under control of company but user generated social media communication cannot be controlled by the company and if appropriate measures are not taken it can lead negative word of mouth communication about the brand.

Social media can be considered as a paradigm shift or change in the world view instead of new set of tactics. Traditional form of marketing depends heavily on one to many paradigm i.e. the brand creates a message and transmit that message through print, radio, TV or through any other traditional media. Traditional marketing is a one way communication that doesn't created any user engagement or work towards creating word of mouth.

1.1 Traditional Marketing

Companies have been using different forms of marketing across different technologies to market their products and services to new or existing customers. Most of traditional marketing strategies comes under four categories: Print media, Broadcast, Direct Mail, and Telephone.

1.1.1 Print Media Marketing

Print media marketing can be considered as one of the oldest form of traditional marketing. It can be defined as advertising in paper form, this strategy was earlier use by Egyptians in ancient times for creating wall posters and sales messages on papyrus. Currently, print media marketing refers to advertising space in magazines, newspaper, newsletters and other printed material which is distributed among masses.

1.1.2 Broadcast Marketing

Broadcast Marketing comprises of radio and television advertisement. Radio broadcast have been around for many years and can be considered as the oldest form of informative marketing, where users are not required to read or see anything. In late 1940's, when television was not readily available (Diggs-Brown 2011), radio was the most common medium of gaining information other than newspaper. During this time radio costs were decreasing rapidly and number of consumers owning radio was increasing rapidly (Robertson, Garfinkel & Eckstein 2000), thus making radio broadcast most preferred form of advertising among the companies.

Television was the next step in entertainment technology. Television in comparison to radio was much quicker to adopt advertising, with less than ten years between the first commercial in 1941 and its inception. The primary reason behind success of television advertisement is the use of visuals. Also due to high cost associated with creation of television advertisement campaign people are more likely to consider company as well established and reputable, since they are capable to advertise on television (Fill, 2005).

1.1.3 Direct Mail Marketing

Direct mail marketing involves use of printed material like brochures, letters, postcards and fliers which are sent through postal mail to potential customers. Politicians make use of direct mail marketing to appeal for votes or donations, charities and non-profit organisations also uses this technique for fundraising. By using appropriate research tools, companies can convey their message directly to specific demographics (targeting potential customers) through direct mail marketing.

1.1.4 Telephone Marketing

Telephone marketing also known as telemarketing, is a type of traditional marketing practice in which sales message are delivered over telephone to convince consumers to buy product or services. While many of the methods of telemarketing are considered negative by the lawmakers and consumers, this field is broad and includes several method which are ethical and highly effective. Since traditional marketing involves so many different strategies, almost every company selling a service or product make use of one or more types of traditional marketing as a part of overall marketing strategy of the company.

The decline in the effectiveness of traditional media can be attributed to following two reasons:

1. Today's media is tremendously cluttered and extremely noisy.
2. New, alternative media channels are becoming more and more attractive to consumers.

If the traditional marketing techniques are to remain relevant in the eyes if the consumers, there is an urgent need of updating these marketing strategies as *“it is unrealistic to apply same marketing strategies without making same modifications to be appropriate to the electronic edge”* (Eid & Truman, 2002). The marketing mix is still important in this newer medium but the 4 P's of marketing mix must be considered differently. With increase in number of ways of communicating with the consumers for the companies the marketing campaigns must be innovative and thoughtful, the company should make use of massive amount of information available about their consumers for advertising and promotions of their products and services.

1.2 Evolution of Internet

The Internet is a network of interconnected computer system that make use of the TCP/IP set of network protocols to provide service to billions of users. The Internet started as a U.S Department of Defense network to connect scientists and university professors around the world. Internet which is a network of networks, today, act as a global data communications system that connects millions of private, public, academic and business networks through an international telecommunications backbone that consists of various electronic and optical networking technologies. Decentralized by design, nobody possesses the Internet and it has no central body governing it. Initially created for the defence department for sharing research data, lack of centralization was intentional in Internet to make it less prone to attack during wartime.

Since the late 1990s, the Internet has served as one of the most broadly used channel of communication for individuals all around the globe. The genuine purpose for making of internet was for the military use, with the goal that military could enhance communication by making system of various PCs (Internet Society, 2016). The history of internet is complex and it involves different aspects like technological, organizational and community. The expression "internet" was embraced in the principal RFC distributed on the TCP convention as a shortened form of the term internetworking and the two terms were utilized conversely, in general internet is any form of network using TCP (Transmission Control Protocol)/IP (Internet Protocol).

The terms "Internet" and "World Wide Web" are often confused with each other and are used interchangeably; however, the Internet and World Wide Web are very different. The Internet is a vast software and hardware infrastructure that provides interconnectivity between multiple computers. The Web, on the other hand, is an enormous hypermedia database -- a horde gathering of records and different assets interconnected by hyperlinks. The World Wide Web can be considered as a platform which allows users to navigate the Internet with the use of a browser such as Google Chrome or Mozilla Firefox.

1.2.1 The Incredible Growth of Web Usage (1984-2013)

In 1993, there were less than 130 websites, but by 2012, that number had increased to 634 billion. With more people using the internet and more websites being launched, the number of search queries keeps increasing, too. In 1998, Google reported 3.6 million search queries per year, but by 2012, that number had increased to 1.2 trillion annually.

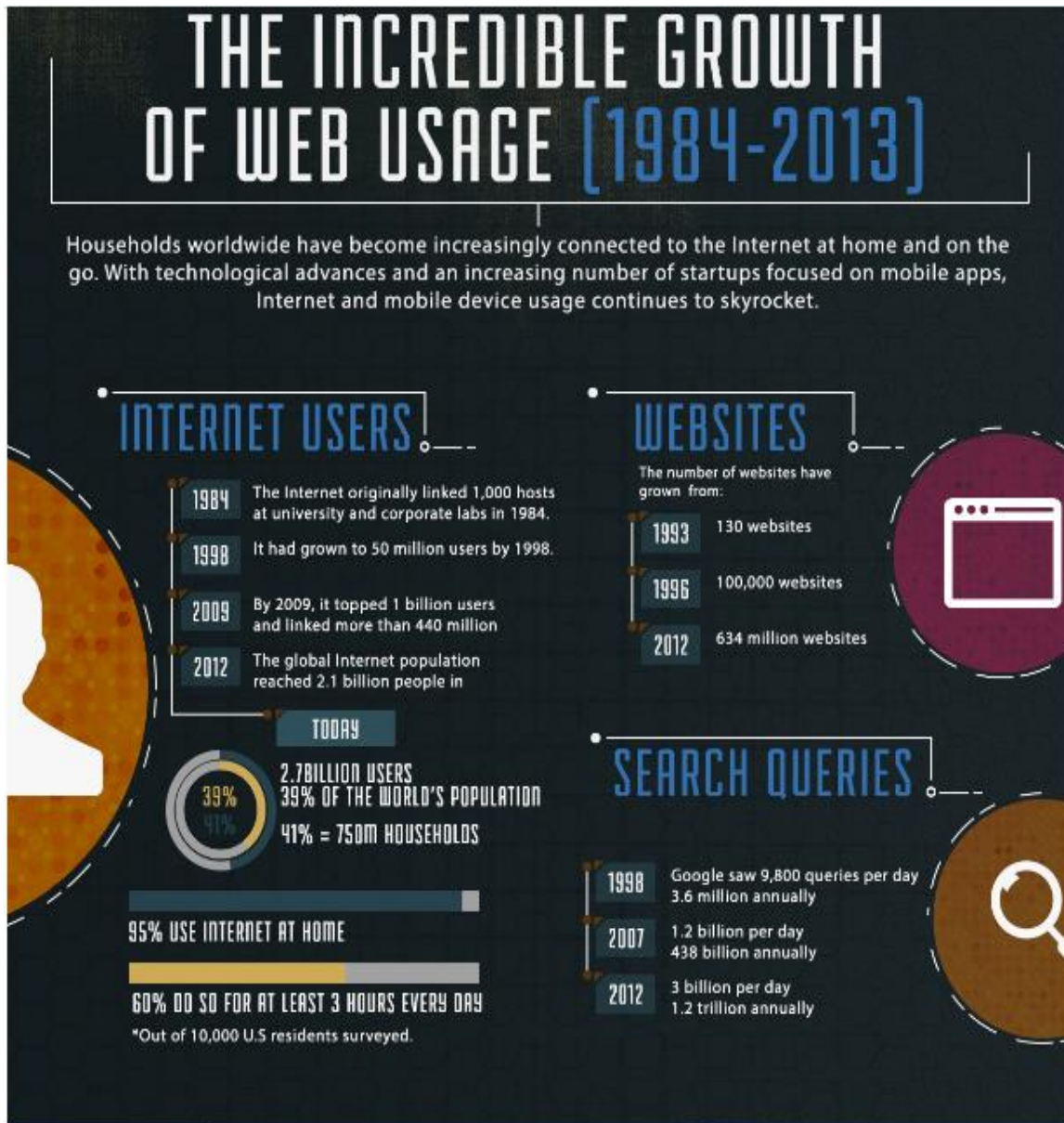


Figure 1.1: Increasing Internet Usage

1.3 Social Media

The social media can be defined as a “*group of Internet based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation of exchange of User Generated Content*” (Kaplan & Haenlein, 2010). Initially the internet was considered as a virtual announcement board but in recent years it has evolved steadily and has constructively incorporated the social media networking sites such Facebook, Twitter and Flickr (Nair and Subramaniam, 2012).

Cultural, social and psychological are some of the factors that can influence buying behavior of consumers, but with the increasing penetration of social media the social media networking sites have become another influencing factor that can affect the buying decision of consumers. Social media has emerged as a platform that provides millions of ordinary internet users an opportunity to share their experiences and opinions with the global audience with little or no cost (Gillin, 2008). The increasing adoption of social media networking sites has changed the way individuals and organizations interact within a business context (Barnes and Barnes, 2009). Social media is changing the way people interact and socialize with each other and it also affect how people do their shopping nowadays.

Initially social media sites like Facebook and Twitter were used only to connect with the people but throughout the last decade, these interactive platform has evolved from not only connecting people through the internet but also connecting people with products and businesses. With the increased usage of social media sites, the companies were forced to change their marketing plans and they started creating Facebook and Twitter profiles to stay current with their customers and maintain an edge over their competitors. Social media provides huge opportunities to the companies of capturing a larger market share, target new audiences and connect with existing or new customers.

The adoption of social media has increased with the availability of internet and social media can be categorized into five sections (M. Parent., et al, 2011)

Category of social media site	Appeal	Example of site(s)
Egocentric sites	Allow users to construct profiles of themselves on virtual platforms facilitating identity construction and connections.	Facebook.com, MySpace.com, Bebo.com
Community Sites	Imitate real-world communities, allowing groups to form around like beliefs.	BigWaveDave.com, BlackPlanet.com, Dogster.com
Opportunistic Sites	Allow for different social organization of users and facilitate business connections. Often defined vertically	LinkedIn.com, Academia.edu, alibaba.com
Passion-Centric Sites	Allow users to connect based on interest and hobbies. Often defined horizontally	TheSamba.com, chatterbirds.com, germancarforum.com
Media Sharing Sites	Allow users to share rich media with each other. Defined by content, not users.	Flickr.com, YouTube.com, slideshare.com

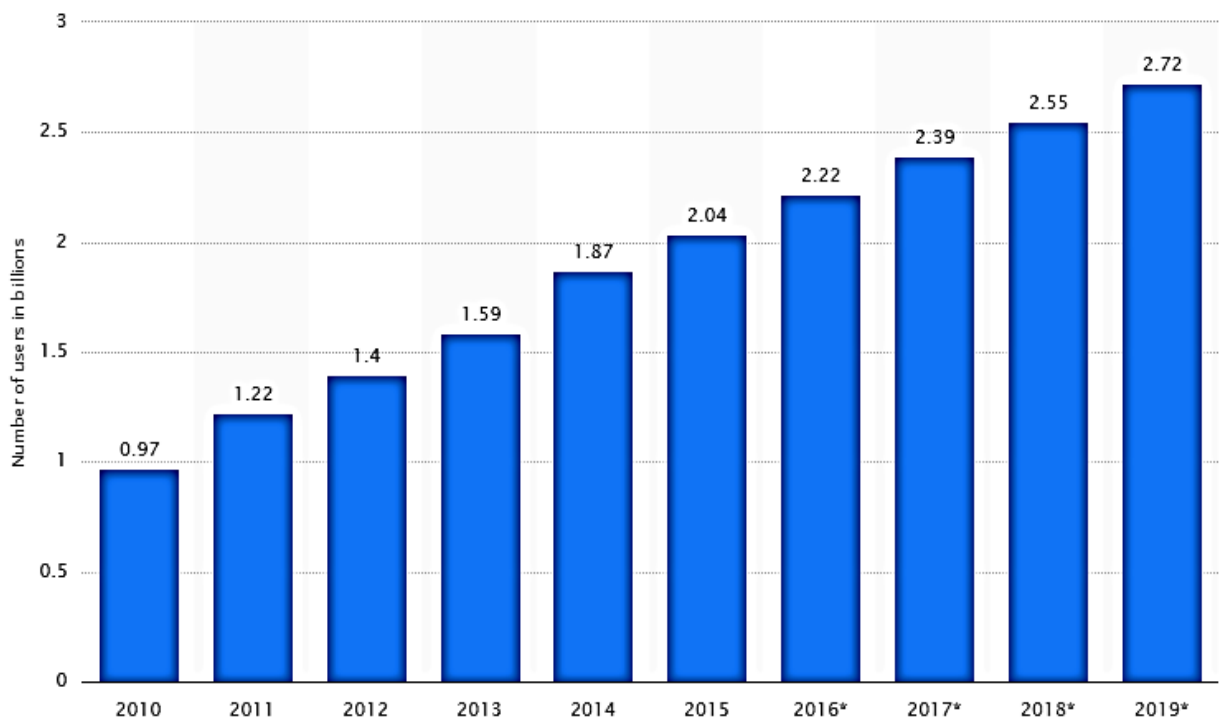
Table 1.1: Types of Social Media

(M. Parent., et al, 2011)

1.4. Current Scenario

Over the last decade marketing has advanced at an exponential rate. Before the dawn of digital media, the primary means to expose any brand to the public eye were magazines, televisions and billboards. Throughout the past decade the idea of how to market and what form of content to share has changed dramatically. In 2016, number of social network users are estimated to be around 2.22 billion around the world, up from 1.87 billion in 2014 (Statista 2016).

Numerous companies have seen this massive opportunity which is social media but common problem with many of the companies is that they are not being able to utilize these social media sites to the best of their abilities (Taprial & Kanwar, 2012). One reason behind underutilization of these social media site is that companies consider social media as a new form of advertising that has no connection to previous traditional forms.



© Statista 2016

Figure 1.2: Number of Social Media Users

(Source: Statista, 2016)

Most of the companies have adopted social media marketing and by doing so they have decreased their marketing spending. Small businesses are being able to reach large audience by spending less due to low cost social media marketing and they have also decreased their traditional marketing budget (Neff, 2013). With increasing internet users number of active social media users are also increasing, following figure give a snapshot of global social media users.



Figure 1.3: Worldwide Digital Snapshot

(Source: wearesocial, 2016)

SOCIAL MEDIA USAGE IN INDIA

2.1 Internet Penetration

Internet users in India now exceeds more than 375 million, an increase of 19% per cent since January 2016 and takes internet penetration in India to 28 per cent. With increase in number of active internet users, social media has become an attractive platform for the companies for marketing their products and services in India. Internet access in India is still not evenly distributed, with internet users in rural areas accounting only for 17 per cent of India’s total internet users, despite representing 70 per cent of the total population. Although this disparity of internet users in rural and urban areas is changing thanks to increasing mobile internet access in rural areas but mobile internet access still accounts for less than half of India’s internet connections.

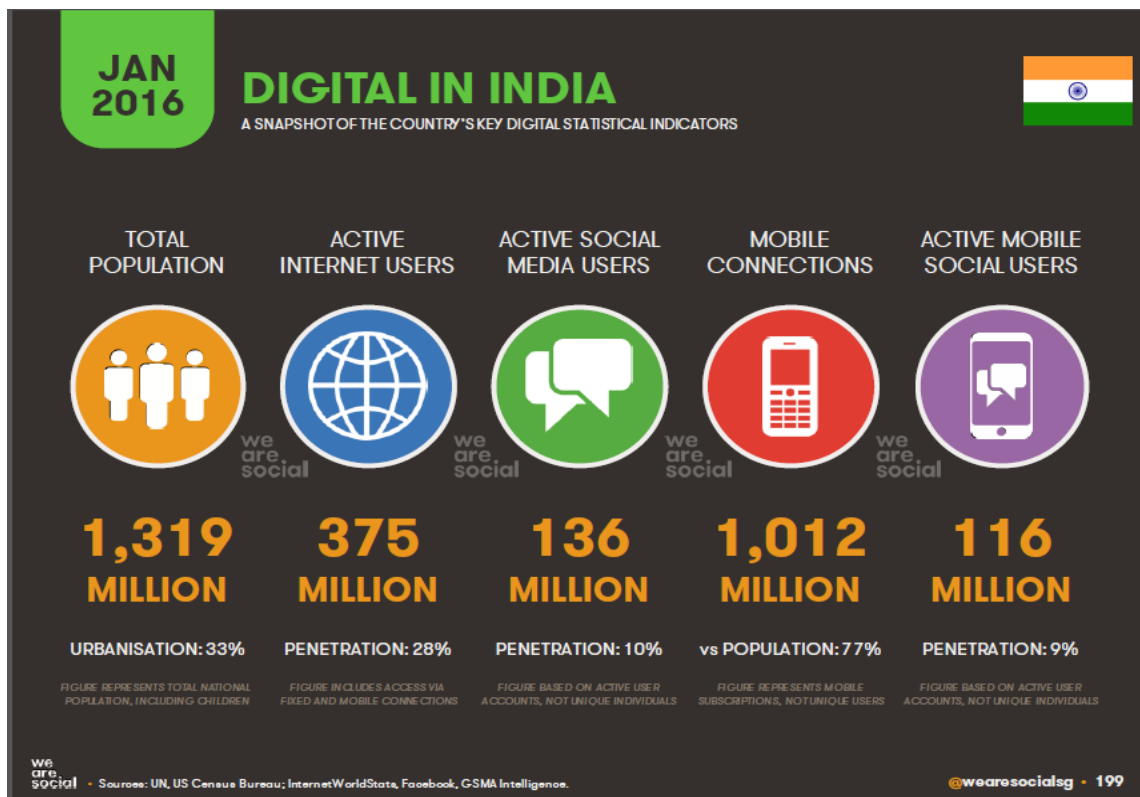


Figure 2.1: Internet Penetration in India

(Source: wearesocial, 2016)

2.2 Social Media Use in India

With increasing internet penetration in India, social media use in country continues to grow but only 10 per cent of total population is currently socially active. The number of active social media users is increasing at an impressive rate of almost one every second, but even at this rate, it will take 16 years for 50 per cent of the total population to be socially active.

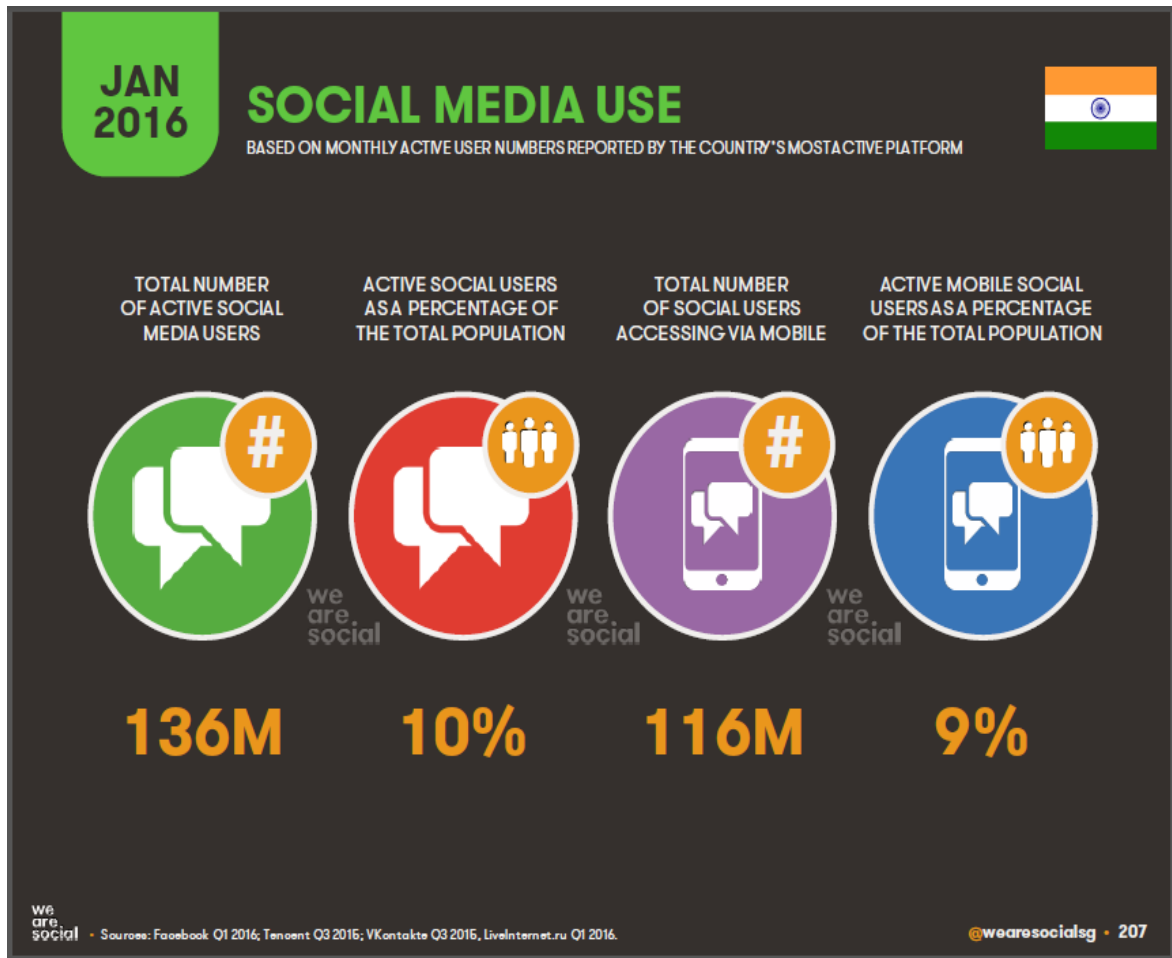


Figure 2.2: Worldwide Digital Snapshot

(Source: wearesocial, 2016)

Among different social media platforms, Facebook dominates the social media platform ranking in terms of monthly active users in India. With increase in mobile internet connections the role of chat platforms such as WhatsApp will gain more importance in users live and thus in marketing strategies of company. Also chat apps are attracting new users every day, especially younger consumers who wants to share their experience with a limited, specific group instead of using mainstream social media platforms like Facebook or Twitter. This provides huge opportunities for the internet and mobile companies in India, as the company that can acquire a disproportionate share in mostly used chat app user base will be best placed to shape broader consumer behavior and revenues on the internet.

The social networking market of India is Facebook centric and this is leading to high adoption of Facebook messenger as the IM (Instant Messaging) platform for private messaging, but WhatsApp is the most popular IM platform in India.

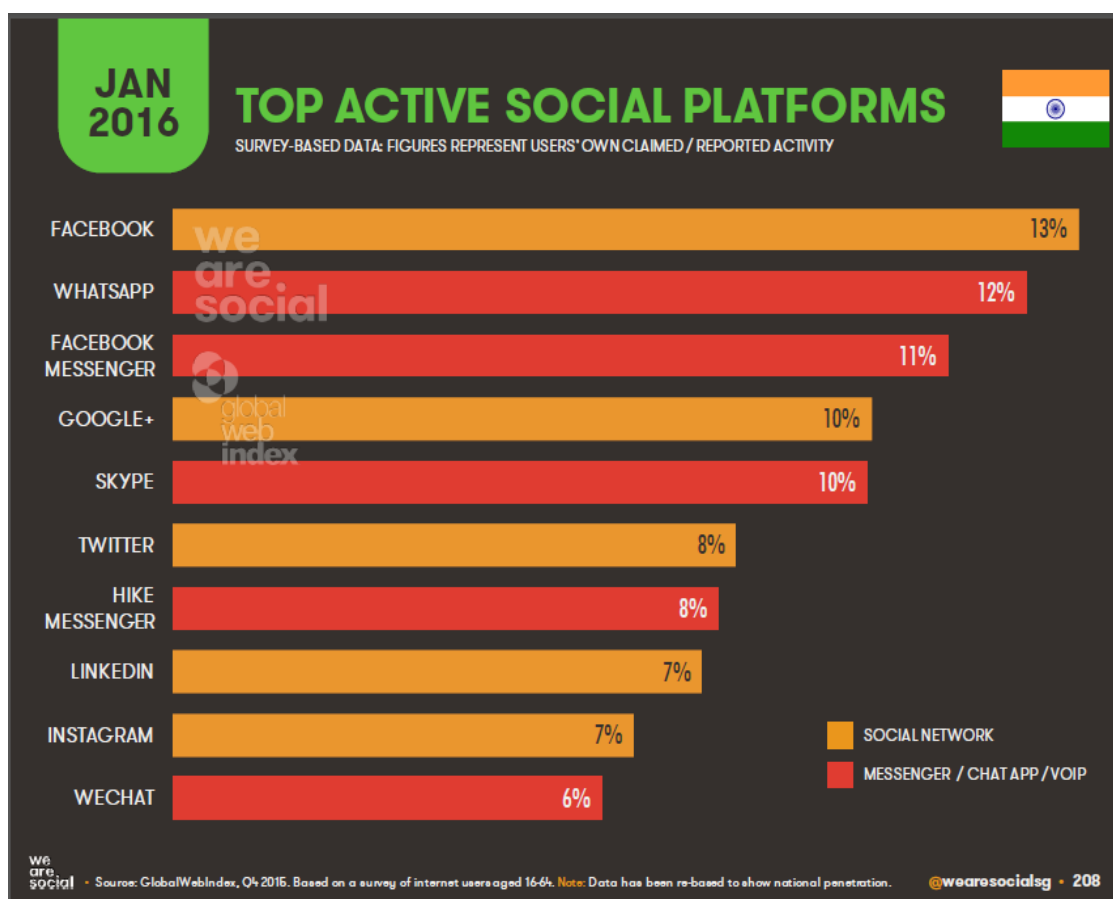


Figure 2.3: Top Active Social Media platforms

(Source: wearesocial, 2016)

Although Facebook occupies the top position in top active social platforms, IM platforms like WhatsApp and Facebook Messenger are not far behind and their popularity is rising. Instant messaging is driving internet usage in India and the reason behind high adoption of these IM platforms is faster communication and one on one connect.

2.3 Facebook Use in India

There are 136 million active Facebook users (We Are Social, 2016) and the number also shows that men occupies more than three quarters of Facebook users in India. The average social media user in India is considerably younger than the average global age, with more than half of the Facebook's user base in India aged 23 or younger.

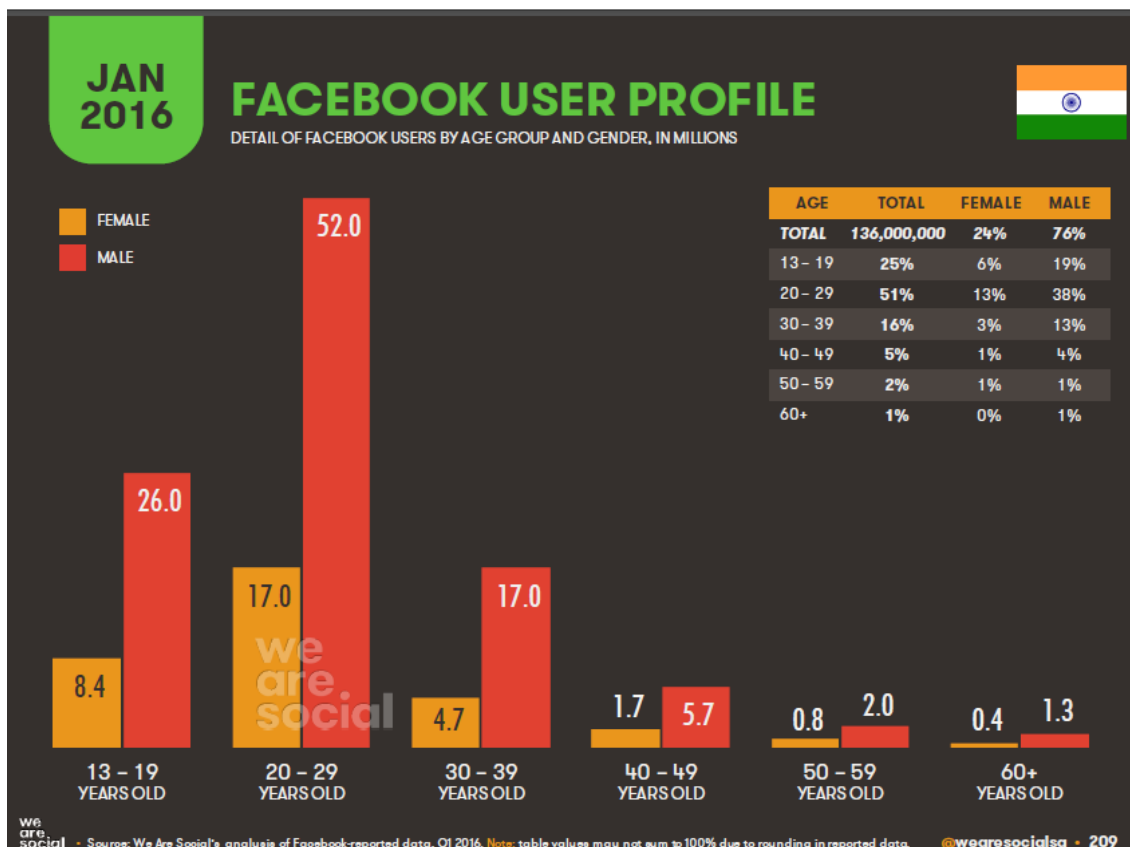


Figure 2.4: Facebook Use in India

(Source: wearesocial, 2016)

Recently Facebook launched its new app Facebook lite which is targeted for market like India where internet speed is slow. This app features all the core functions of the standard app like messaging, news feed, links, notifications and photos but does not show videos on the news feed. This app also provides option of selecting quality of images that appears in the news feed to optimize the data consumption. Over 80 per cent of the users uses 2G network in India, so the company is working on improving the apps performance even on slow internet connections and across entry level devices that has low processing speed.

3.1 Company Overview

The Coca-Cola Company was invented and established by a drug specialist in Atlanta, Georgia named John Pemberton in 1886. The originator of Coca-Cola was not able to see the immense development of his organization because of his death in 1888. Asa Griggs Candler bought the Coca-Cola brand and its formula in 1889 for around \$2,300, which would be about \$60,000 today (Friedman M. 2012).

From its establishment in 1886 with one and only product The Coca-Cola Company has developed to more than 500 brands under the Coca-Cola name. Coca-Cola is a standout amongst the most well established brands on the planet. It has been the best worldwide brand for 2013, as well as from 2001 until 2012 (Interbrand 2013). Coca-Cola is additionally an organization with a long reputation of business as well as innovative marketing campaigns with the greater part of its products, yet none more so than their traditional cola product



Figure 3.1: Coca-Cola Worldwide Recognition

3.2 Past Marketing Campaigns

Since 1886, Coca Cola has had different advertising trademarks with various marketing campaigns to oblige them. The greater part of the promoting effort concentrated on the products, quality of the item and minutes in life of buyers in which coke has made an impact. Coca Cola has been utilizing advertising all through organization's history, the first ever advertisement of Coca Cola came in the year 1886 in the Atlanta Journal which was a local newspaper in US.

One type of advertising technique that can be said to be invented by Coca Cola is coupon (Tuttle B, 2010). In 1887, Coca Cola began giving free coupons to permit buyers to free cola from any dispenser. By 1891, Coca Cola began establishing its framework for a few its most acclaimed and well known marketing campaigns (in the form of posters, calendars, clocks and much more) (Coca Cola Heritage, 2008).



Figure 3.2: First Coca-Cola Coupon

The first large scale promotion done by Coca Cola, other than sending their products to distributors around the nation was an advertisement in a national magazine in 1904 (Coca Cola Heritage, 2008). Two promoting opportunities that formed Coca Cola into the leading beverage company that they are today are occasion sponsorship and their ability

to have their products in different parts of the globe. Coca Cola introduced its six pack conveying case for bottles in 1923 so customers could take their products home in a less complex package. In 1925, Coca Cola began its bulletin promotion and in 1928, it sponsored the Olympics for the first time. In 1931, Coca Cola changed the face of a holiday for eras by presenting another promoting commercial, this was the year in which they presented their well-known jolly and fat Santa who wore red.



Figure 3.3: Coca Cola Marketing Campaign

Coca Cola kept utilizing innovative marketing strategies and in 1935 they introduced coin-operated vending machines, which were the fore founders of the ones that we use today (Coca Cola Heritage, 2008).

During later part of 1940, Coca Cola chose to present Coke as its trademark, this was a standout amongst the most striking change in the organization's history. During this the organization chose that the thought Coke should represent fun and relaxation. The amount of money that Coca Cola was putting in promoting not only their product but the message

they wanted to convey was increasing rapidly. In 1953, Coca Cola spent about \$30 million on advertising alone, which today would account to more than \$250 million (Friedman & Morgan, 2012).

In 1970s, Coca Cola presented five new products yet this was not the considerable advancement, the great innovation was the strategy that organization utilized for persuading customers that Coca Cola was a brand associated with fun, companions and great times. One way they did this was by a standout advertising campaign which was the most influential and recognizable TV commercials ever. This was their commercial with different people on a hill top singing “I'd Like to Buy the World a Coke.” (Coca Cola Heritage, 2008).

Coca Cola battled and encountered a few disappointments in 1980 yet it kept on extending its business. It was during this time Coca-Cola presented their famous Diet Coke, which was a resounding success for the company. They likewise sent Coca-Cola into space and it turned into the first soda to ever be expended in space. Coca Cola's greatest disappointment during this time came as New Coke. New Coke was a change to their receipt to contend at a taste test level, however consumers despised it and Coca-Cola settled on one of the best choices, they stopped New Coke. This choice was a defining moment in advertising as well as for the organization also, the choice came as change which was not telling consumers what they need but rather listening to what they say.

In the 1990's Coca-Cola introduced their famous Polar Bear advertising. In this past decade Coca-Cola has not slowed their sponsorships, advertising, or innovations. In 2001 Coca-Cola introduced a cardboard container designed to make cans easier to be stored in refrigerators.

3.3 Coca Cola Current Marketing Strategy

Coca Cola is making a critical change in its marketing strategy and it has interestingly joined all Coke Trademark brands into one worldwide innovative campaign "Taste the Feeling". This strategy will extend the equity and iconic appeal of the world's most famous beverage brand to Coca-Cola Light/Diet Coca-Cola, Coca-Cola Zero and Coca-Cola Life. It additionally underscores the organization's dedication to choice, offering customers

whichever Coca-Cola suits their taste, way of life and diet – with or without calories, with or without caffeine.

Through one brand strategy Coca Cola intends to promote the idea that its products are for everybody. The company wants its customers to perceive Coca Cola as a single brand with various variants, all which shares the same values and visual iconography. Taste the Feeling, new marketing campaign of Coca Cola will bring life to the idea that having any Coca Cola product is a simple pleasure that makes regular moments more special. Coca Cola's previous campaign "Open Happiness" leaned heavily on what brand stands for over last seven years while this new campaign "Taste the Feeling" will feature universal experience of consumers with the products at the heart to reflect both functional and emotional aspect of Coca Cola experience.



Figure 3.4: Coca Cola Marketing Campaign

Taste the feeling marketing campaign of Coca-Cola will be a fully integrated marketing campaign which praises the experience of drinking an ice cold Coca Cola. Company is going from "Open Happiness" to studying the role that Coca Cola plays in spreading happiness through its products.

The one brand strategy campaign will help Coca Cola in evaluating the value of brand around revenue development not simply volume. As Coca Cola looks to bind together its diverse products into under one marketing identity, it will position Coke Zero and Diet

Coke as customized choices for consumers who on occasion need no-sugar drinks. This implies a movement towards one brand voice and an end to separate campaigns for Coke Zero, Diet Coke and Coca Cola Life.

3.4 Coca Cola Social Media Usage

As an organisation, Coca Cola says that any of their marketing activities be it online or offline is not meant for manipulating consumers to buy their products but its purpose is to interact with the customers and make them feel connected to the brand and customers want to buy their products through two communication. One example of Coca Cola's two way communication is that Coca Cola claims that every Tweet on the official handler of the company on Twitter is made regarding their brands on Twitter that is a question or a comment that needs a response. Coca Cola is also trying to make their website bigger and better by examining not only other brands but also sites that are even more popular than their own. One example is music artists who have much larger pages. Coca-Cola has said that they have had interactions with the manager of Lady Gaga and are attempting to learn how to better use their "super fans" to grow their own social media presence. (Clark 2012.)

Coca Cola has done well digitally also, their social media marketing campaigns and ad campaigns have played great role for e.g their share a coke campaign was a great hit , Coca Cola also had a couple of Facebook apps like 'when will happiness strike', and another called 'aah giver'.

3.4.1 Social Media Training and Analysis

Coca Cola currently has two different training classes available for all its employees in their organization. The first class is meant for basic training about how to use social media and teach employees what they should and shouldn't do on these social media sites. The main content of this class is to make sure the employees understand what the companies social media principals are regarding content and interactions. Coca Cola conducts monthly meetings and virtual communities for interaction with international offices and deadlines regarding concerning social media. These areas and deadlines are considered similar to deadlines of print media and newspapers (Dunay 2013).

3.4.2 Site and Content Creation

Coca-Cola has grown an enormous social media presence in a generally short measure of time. This is to some extent because of the span of the territory where the company's product are being sold, the age of the organization and numerous different factors; one of which is good fortune. At first Coca-Cola did not have a fan page on Facebook, so some enthusiasts of the brand made one. Once Facebook changed its requirement where the genuine organization must maintain all organization pages, Coca-Cola was confronted with an issue, take the site over or let it bite the dust. They understood the significance and assumed control over the site, however when they did as such it was not by offering it to current workers it was contracting the designers who were simply super fans of the organization. (Davies 2013.) This is only one case of how Coca-Cola is willing to change to the necessities of an ideal opportunity to permit their brand image to develop.

This capacity and ability of the company to change can be seen by the content creation, which is done by the social media team of the company. As specified before a significant part of the content that is posted on all of Coca-Cola's social media platforms is user generated content. This was at first because of who was the designer of the websites, yet has turned into a possibility for Coca-Cola to make significantly more two-way interactions and develop fans to much more noteworthy users of the organizations social media platforms and products.

3.4.3 Social Media Connected to Data and Sales

A large portion of the organizations think that it is hard to associate data of social media to deals and even what kind of information to be gathered, be it quantitative or qualitative. Right now Coca Cola making use of quantitative information which implies that by having some person like the page then they likewise like the items, in light of the fact that on the off chance that they will impart to the world they "like" Coca-Cola through social media then they must truly like the company's product. The last and conceivably most difficult are while considering the viability of social media is online networking use identified with sales. Right now numerous organizations feel that there truly is no association between social media likes, comments and followers on different social media platforms and the reasonable hood to buy or expend the organization's items. Coca-Cola said that with the

assistance of an outsider specialist they could discover that individuals who like their Facebook page are twice as liable to consume the company's and ten times as liable to buy it.

3.5 Current Social Media Strategy

Coca-Cola is an organization that in the very beginning of its formation understood the significance of marketing. They keep on seeing the significance of marketing today and the marketing activities of the company are not just limited to their previous campaigns which were successful but new marketing opportunities such as social media. Through different social media channels they showcase a variety of information in many different forms, from company created content to user created content for social media only as well as content created for other forms of advertisement and marketing

Some of Coca Cola's famous social media campaigns:

3.5.1 'SHARE A COKE' CAMPAIGN

Coca-Cola's Share a Coke campaign began in Australia in 2011 and extended to more than 50 nations before turning into a web sensation in the United States during the late spring of 2014. Coke replaced its logo on bottles and canss with the 250 most mainstream first names among high school students and Millennial, alongside nonspecific names, for example, "Mom." The organization additionally welcomed shoppers to visit Shareacoke.com to customize virtual Coke bottle and share them with companions by means social media utilizing the hashtag #ShareaCoke.

Coca Cola's 'share a coke' campaign was a super hit and made a gigantic impact on different social media platforms. Offer a coke was a creative campaign where the organization swapped the notable logo with names. It was a successful campaign that resulted in increase in their sales and also became a big hit on social networks.

1. More than thousand names were printed on the bottle
2. Over 998 million impressions were reported on the official twitter handler of the company.

3. Over 230,000 tweets from more than 110,000 fans were generated on Facebook using the #share a coke hashtag
4. Coca-Cola was able to sell over 150 million personalized bottles

The campaign led to more than 150 million personalized bottles sold. Over 730,000 glass bottles personalized by the e-commerce store.



Figure 3.5: Coca Cola Share a Coke Campaign

3.5.2 Expedition 206

The Coca-Cola Co. started an on social media initiative in January 2010, named Expedition 206. This online networking push sent three bloggers on an all-cost paid trek to 206 nations, or the greatest number of as they could visit in a year. The number 206 is huge on the grounds because it is the number of Coca-Cola items that are sold in 206 nations. The objective of the campaign was to reveal what makes individuals "upbeat" as a major aspect of Coca-Cola's "Open Happiness" campaign. Expedition 206 included blogging, presenting recordings on YouTube and posting reports on Twitter. Part of the campaign included the group joining in occasions, for example, the Winter Olympics in Vancouver and meeting local people in different nations. Finding the three "Open Happiness" Ambassadors started when Coca-Cola contacted its organizations for online networking specialists within its current fan base.



**Figure 3.6: Coca Cola Expedition 206
Marketing Campaign**

The search for the campaign started with 60 applicants, which was contracted to 18. Those 18 applicants were required to visit company's headquarter in Atlanta for interviews, which were then limited into nine and set in groups of three, and were given the task of promoting themselves to the users, who at last will be deciding the winning group. The three bloggers were picked through an online vote, which finished on November 6, 2009. The candidates utilized Twitter and Facebook to collect support for their campaign. The three bloggers, two men and one lady were representing three countries the United States, Belgium and Mexico.

The fundamental objective of the this campaign was not to have the Coca Cola brand in focus yet rather to concentrate on optimism and joy, the properties of what Coca Cola is about. The campaign was promoted and was active on its own website (www.expedition206.com), and social media platforms such as Flickr, Twitter, Facebook,

YouTube and Typepad, a blogging webpage. The site www.expedition206.com has "buttons" permitting participants to get access to each of the social media platforms on which the this campaign was active on.

Campaign Results

Prior to the campaign even started, it was viewed as a successful campaign within the company. The battle activated joint effort between the social media team, advertising and promoting groups and was the organization's greatest online networking venture to date. Remotely, the campaign was to a great degree successful too. The result of the campaign brought about "650 million media contacts and billions of people included both online and offline. Anne Carelli, senior administrator of computerized correspondence, said that the "project made more visibility for the Coca-Cola brand in key markets like China. In few nations, this campaign was their first connection with social networking itself. Generally speaking, the organization's objective was to expand the utilization of this promoting tool over the globe. The group, named "Team MIX" went by 186 nations and voyaged more than 275,000 miles.

3.5.3 24 Hours Session with Maroon 5

The 24-hour session was a piece of an inventive new music program, "Coca-Cola Music," made by Coca-Cola to permit high school students to have an behind the scenes look at the music industry through this campaign. It was promoted across different social media platforms such as Facebook and Twitter alongside assistance from bloggers crosswise over 20 nations. All tweets were posted on a 3D interactive wall in the studio.

Constraints of this event include spammers, inappropriate messages and Internet browsers crashing. Facebook and Twitter posts during the 24-hour session were quite engaging and conversational and depicted the dedication of the social media team of Coca-Cola towards this campaign. Following figures shows some of snapshot of the event on Facebook and Twitter.



Coca-Cola

What do you get when you put Coca-Cola and Maroon 5 in the studio, invite the world to join and try to write a new song in 24 hours? We don't know, but it's going to be fun. RSVP here: <http://CokeURL.com/4ect>



Maroon 5: 24 Hour Session

Location: Streaming Everywhere LIVE NOW:

<http://CokeURL.com/skyh>

Time: 5:00PM Tuesday, March 22nd

March 10 at 8:17am · Like · Comment · Share

4,741 people like this.

View all 430 comments

Write a comment...

Figure 3.7: Facebook snapshot 24 Hours Session with Maroon 5



Coca-Cola

Fill in the blank: My favorite Maroon 5 song is _____.

March 14 at 9:00am · Like · Comment

4,704 people like this.

View all 6,576 comments

Write a comment...

Figure 3.8: Facebook snapshot 24 Hours Session with Maroon 5



Coca-Cola

We've been taking our own pics in the studio with Maroon 5.
<http://CokeURL.com/2ryv>



Coca-Cola: Maroon 5 24 Hour Live Session Photos
6 new photos

March 23 at 2:16am · Like · Comment · Share

4,281 people like this.

View all 222 comments

Write a comment...

Figure 3.9: Facebook snapshot 24 Hours Session with Maroon 5



Coca-Cola

Ok, this is it. Maroon 5 is finishing up their epic 24 Hour Session in the studio. They need your help.

Join now because the clock is ticking.



Coca-Cola: Maroon 5 24 Hour Session
CokeURL.com

Join Maroon 5 and Coca-Cola as they tear down the virtual walls of the recording studio and invite you to help create an original song, from start to finish, in just 24 hours.

March 23 at 6:16am · Like · Comment · Share

3,332 people like this.

View all 199 comments

Write a comment...

Figure 3.10: Facebook snapshot 24 Hours Session with Maroon 5



CocaCola Coca-Cola

Join @maroon5 as they write a song in just 24hrs. Here's a virtual all-access pass. #WithMaroon5

<http://CokeURL.com/7zlk>

17 Mar

Figure 3.11: Twitter snapshot 24 Hours Session with Maroon 5



CocaCola Coca-Cola

Don't miss your chance to rock out #WithMaroon5. RSVP & RT: <http://CokeURL.com/aekn>

21 Mar

Figure 3.12: Facebook snapshot 24 Hours Session with Maroon 5



CocaCola Coca-Cola

Jesse #WithMaroon5 wants to know: what makes you happiest? We're putting his favorite responses live on the interactive wall. ^24Q

22 Mar

Figure 3.13: Facebook snapshot 24 Hours Session with Maroon 5



CocaCola Coca-Cola

Less than 10 hours to go #WithMaroon5 - thanks for keeping that inspiration coming! ^24Q

23 Mar

Figure 3.14: Facebook snapshot 24 Hours Session with Maroon 5

Results

More than 350,000 views were signed onto the Coca-Cola live stream all through the term of the session and more than 25,000 fans tweeted their thoughts and messages of backing to support @cocacola utilizing the hashtag #withMaroon5 to the band in the studio.

Fans tweeted and posted on Coca-Cola's Facebook official page in support of the band and praised the song as well. Maroon 5's lead artist, Adam Levine remarked, "This has been an astounding and completely special experience. It was 24 hours of innovativeness, conveyed to you by Coca-Cola. We'd like to thank all our fans for their Tweets of support, thoughts and motivation all through a truly beneficial and extreme 24 hours.

3.6 Coca Cola Social Media Campaign in India

3.6.1 Small World Machines

In March 2013 Coca-Cola began a campaign to separate boundaries and make a straightforward moment of association between two countries, India and Pakistan. The campaign was named "Small World Machines" which made a continuous communication portal between individuals of India and Pakistan and highlighted the way that what joins us is stronger than what separates us. The way to connecting with each other through the machines was basic: people in India and Pakistan can finish a simple task, such as touching hands, drawing peace, affection, and happiness symbol – together (Coca Cola, 2013). What's more, toward the end they can have a Coca Cola together and offer the joy with each other.

The Small World Machines campaign is about diplomacy a new kind of diplomacy, social diplomacy .It is about separating obstructions and creating simple moments of connections between people of conflict.

“It brought nations together in 3 minutes. The politicians of both countries couldn't do this in 66 years.” (Chugani, 2013)

Coca Cola made use of majority of well-known social media platforms such as Facebook, YouTube, Twitter, Google+, Instagram, LinkedIn and Flickr. The diagram below displays the number of social media used by Coca Cola.



Figure 3.15: Coca-Cola Presence on Social Media

YouTube

In the initial 15 days of the launch of the campaign the video was able to achieve 1,354,659 views. As of today the campaign video has received 3,103,523 views and 1897 comments. In India internet penetration was very less, about 17% in 2013 (Internet Live Stats, 2013) On the other hand in Pakistan internet penetration is 11% even lower than India and also Youtube is blocked. Considering these low level of internet penetration in both the countries, Coca Cola did extremely well in achieving above mentioned figures especially for the video to become so popular that it became part of the top 10 trending videos on YouTube at that time.

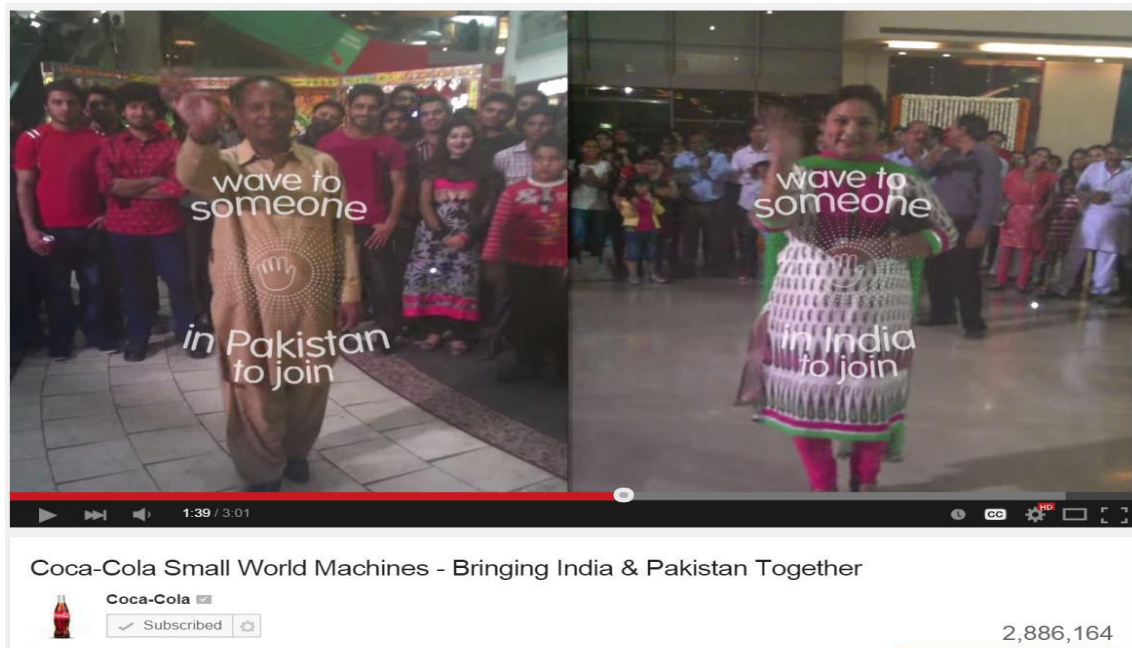


Figure 3.16: Youtube snapshot of Small World Machines

Facebook

The 'Small World Machines' video was also launched on the popular social media platform Facebook on the 19th of May 2013. In the initial 15 days of the campaign the video was able to attract huge audience and received around 26,205 likes, more than 6608 shares and the official Facebook page of Coca Cola received a staggering 1,676,689 new likes.

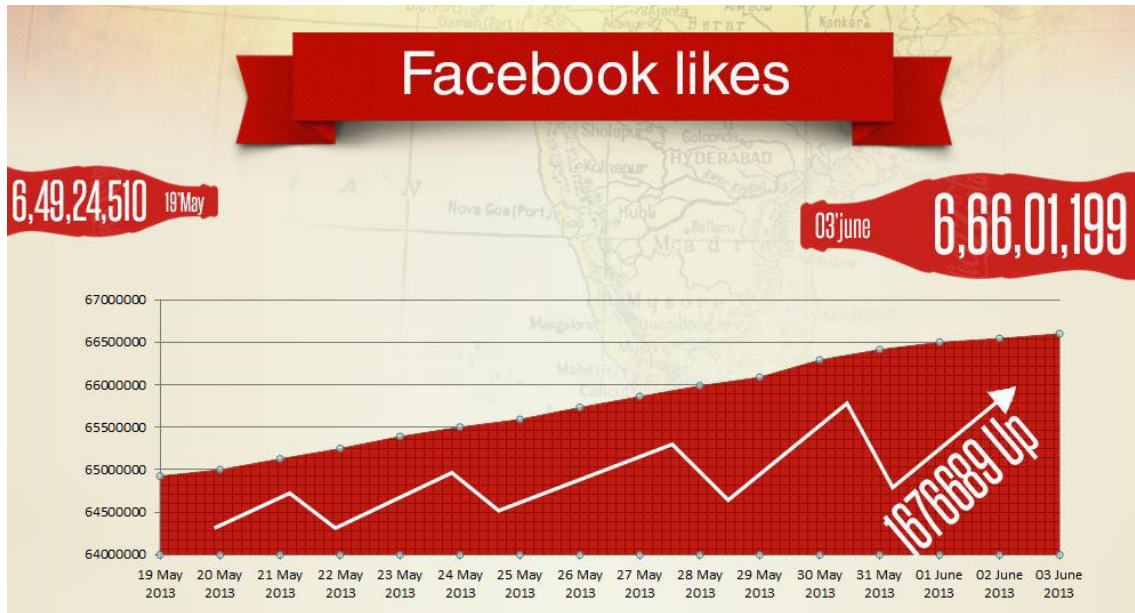


Figure 3.17: Facebook Statistics of Small World Machines Campaign

Twitter

Within the initial 15 days, the official Twitter handler Coca-Cola's observed an unexpected increase in number of followers. The number of followers increased from 759,236 to 793,609, a tremendous increase of 34,373 followers. Well known prolific Indian and Pakistani figures tweeted and promoted Coca Cola's initiative and welcomed this as a positive step forward towards reducing the barriers between two countries. This campaign was a great success and there was 25% increase in worldwide mentions of Coke or Coca Cola on twitter within tweets. This campaign also became one of the top trending topics on twitter at that time.

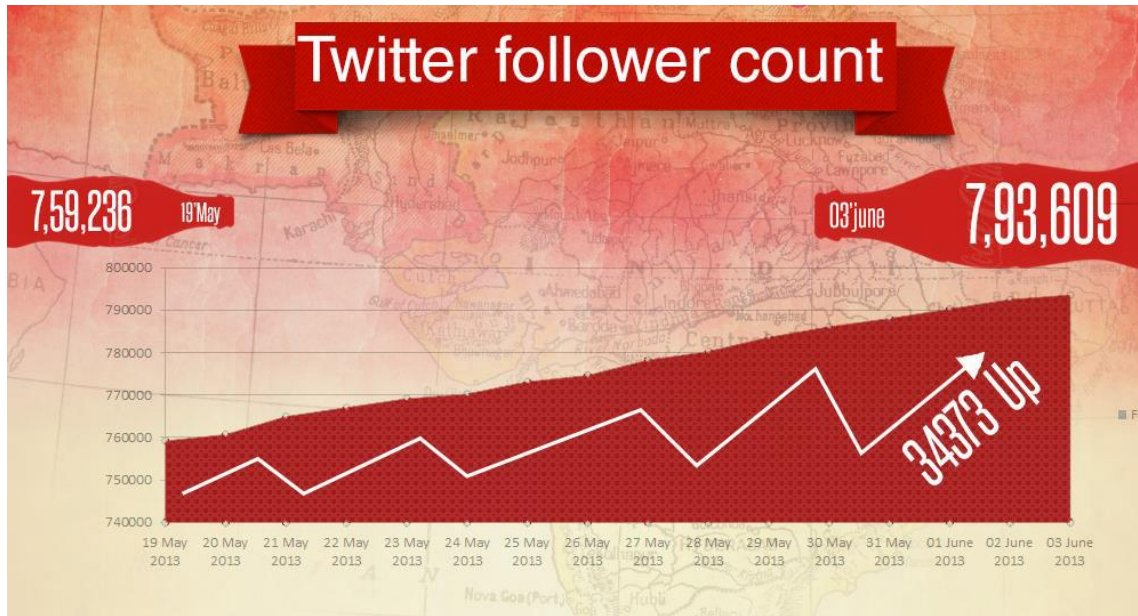


Figure 3.18: Twitter Statistics of Small World Machines Campaign

Campaign Results

The small world machines was a memorably campaign for the company and it became the highest-shared story in the history of the company. More than 10,000 Cokes were distributed during the campaign but more importantly the campaign was seen by 10,000 attendees in the live event and it helped in forming 700 connections across the borders. The campaign achieved more than 18 million Twitter and Facebook users. The video has achieved nearly 3 million YouTube views and it's still increasing. Over 58,163,753 media impressions were gained by the company. 55% of total audience was from India and Pakistan. The campaign received 4860 unique mentions on different online outlets such as new TV broadcasts, blogs, websites and forums

The Small world machines campaign broke Coca Cola Company's site traffic record of 5.5 minutes spent on the site. Indians and Pakistanis during the campaign spent an average of 7.38 minutes and 9.33 minutes respectively on the Coca Cola's website.

This all helped increase Coca Cola's brand awareness and enhance Coca Cola brand equity in the view of the public in the respective countries. But more importantly, the campaign facilitated the beginning of a discussion from both groups Indian and Pakistani's discussed togetherness and peace. (Benjamin, 2013).

3.7 Transformation of Traditional Marketing to Social Media Marketing

Coca-Cola can be considered as one of the most recognizable brand in the world. Coca-Cola realized importance of marketing in very early stages of its foundation and the marketing campaigns that the company developed guided the company's success over the years. When there was not internet, Coca Cola used the only source of marketing which was traditional media and created some memorable advertising campaigns that helped company in increasing its recognition throughout the globe. Some of the marketing campaigns discussed above also show how company was effectively using advertising through different traditional media for marketing its products.

Coca-Cola can be considered as the best company to study the transformation of traditional marketing into social media marketing. The marketing strategies of Coca-Cola depicts this apparent change in the marketing world, role of traditional marketing is decreasing while with increasing adoption of social media, its importance for the marketers is increasing. One of the reason behind the success of social media marketing is the low cost associated with it. A company with little marketing budget can easily use social media platform to spread their message across their target audience. While on the other hand traditional media requires huge investment, most of the company are not ready to invest such huge amount in marketing, especially emerging startups.

Coca-Cola's official Facebook page is currently the most followed brand page (Socialbakers, 2016), this shows that after pioneering traditional form of marketing, Coca-Cola has positioned itself strongly on the digital form of marketing as well.

It is not easy to compare social media marketing with traditional marketing as the later focuses on one way communication with much control over the content while social media marketing prime focus is two way communication which provides very little control over the content as most of the content is user generated on the social media.

Coca-Cola has been able to adapt to changing marketing environment and this is the reason behind the success of its different marketing campaigns. Now with increasing adoption of social media, Coca-Cola is shifting its interest towards social media marketing

RECOMMENDATIONS AND LIMITATIONS

4.1 Recommendations

There exists a gap between the social media marketing and traditional marketing strategies that companies employs, this gap is the reason why most of the companies are not being able to develop effective marketing campaigns. Companies are now focusing on social media, since it is cost effective and provides a medium to reach large audience but this does not mean traditional marketing has lost its significance in today’s marketing world. Companies can make use of both the mediums: Traditional and Social Media Marketing for creating a viral marketing campaign.

Nowadays, it is not uncommon for any potential customer to see and advertisement on a billboard and then check the same advertisement on any social media platform like Facebook or Twitter. If those two advertisement are using different voices, tones and strategies than at such a situation company’s two marketing efforts would be at odds with one another. This difference between two marketing strategies is the reason the social media and traditional media marketing campaigns should be integrated.

Some recommendations that can be made after studying the different strategies of Coca-Cola for social media engagement and how to effectively use traditional form of marketing:

1. The connection between social media marketing and traditional marketing has become one of the most enduring challenge for the marketers. In order to stand out, companies need to adopt a combination of multiple marketing strategies to maximise the potential and effectiveness of their marketing. Although many companies are now realizing the importance of utilizing both digital and traditional marketing strategies but very few of them have integrated the two to achieve maximum benefits.
2. In order to effectively integrate social media and traditional media marketing, companies should use 4C’s:
 - **Coherence** – different communications should be logically connected

- **Consistency** – multiple messages support and reinforce
- **Continuity** – communications are connected and consistent through time
- **Complementary** – synergistic, or the sum of the parts should be greater than the whole

3. Coca Cola has adopted this strategy of integrating social media and traditional media marketing strategies and their “The Coca Cola Foundation” consistent messaging depicts the effectiveness of this strategy. There are several brands under the Coca Cola umbrella, so many people have company’s products at home and don’t even realise it but what they do recognize is the Coke classic brand thanks to company’s unwavering integrated marketing effort.

4. Other big organisation can learn from Coca Cola, the importance of focusing on one key piece of communication and then expand from there. Both social media and traditional marketing campaigns should be seamlessly connected to each other for a successful marketing campaign that will drive business without confusing the customer. In order to increase the brand recall, amplify awareness and drive home the message, it is necessary to tap each and every medium of communication that your target audience is using on day to day basis.

5. The core message of the campaign enumerates that children today are born with an ability to be tech-savvy, handle phones, tablets, TV as efficiently as their parents and even end up teaching their parents a trick or two. The companies uses multiple social media and traditional strategies to drive their message across to the audience – YouTube, Facebook, Twitter, Print, Outdoor etc.

4.2 Limitations

This research conducted to study the transformation of traditional marketing into the paradigms of social media marketing was based on case study approach thus it involved secondary data. Future studies can base their research on primary data and can get better insights of the consumers towards the brand. Also only one company was considered for this study, future studies can consider other companies of different domains.

Some of the limitations of this study:

1. This study made use of only secondary data and no primary data was collected.
2. Only one company was considered for analysis
3. This study only considered forms of social media platforms which consumers mostly use
4. This study only considered forms of traditional media which consumers mostly use

CONCLUSION

Social Media marketing has become more effective in marketing information dissemination and the shift towards adoption of social media marketing will increase continuously in the near future. While on the other hand traditional marketing is approaching towards a dead paradigm, role of traditional marketing is decreasing with increasing adoption of social media. One of the advantage of Social Media over Traditional Media marketing is that while traditional marketing is used for marketing communication about a company's product and services, social media marketing can be used for building and maintaining relations with the customers. Social media provides two way communication and it is easier to track the effectiveness of a social media campaign as compared to traditional marketing campaign.

Social media platforms might not offer a direct business solution approach but it acts as a tool that can be used to build and maintain relationship with the existing or new customers and increase returns on the marketing investments that a company do. It looks logical for organizations to come forward to a point to involve themselves appropriately in the leading social media platforms in order to engage with their targeted market segments.

The company knew what they wanted out of each of their campaigns, listened to fans and followers and responded to many and paced their content so they were not overwhelming them. Coca Cola provided special training to their employees on how to interact with the customers on the social media sites and they were involved into the conversation, got feedback in real time, knew their audience, selected appropriate platforms for communicating their message and created a user centric experience.

Coca Cola has hit the ground running in terms of successful marketing campaigns be it social media or traditional marketing. The importance of marketing to Coca Cola can be seen by the amount of money they spent in marketing in 1901, more than 100,000 dollars which equates to more than 2.75 million dollars today (Friedman & Morgan, 2012). What sets Coca-Cola apart from other companies is the memorable advertisement campaigns like Coca-Cola Day" celebration at the 2010 FIFA World Cup, Fanta's "Less Serious"

campaign, Sprite Step Off, Uniting Teens through Music and The Heart Truth Campaign that stick around for generation. They carried forward this trend of marketing to the social media which is slowly replacing traditional media marketing. Campaigns like “Share a Coke” and “Small World Machines” show that Coca-Cola is headed towards becoming a pioneer in this digital form of marketing as well. Coca Cola’s social media presence and engagement with the consumers over the social media can serve as a model for other large organisations to follow.

REFERENCES

- Barnes, N. D., & Barnes, F. R. (2009). Equipping your organization for the social networking game. *Information Management Journal*, 43(6), 28-33.
- Coca Cola, 2013. *Small World Machines -- Bringing India & Pakistan Together*. [Online] Available at: http://www.coca-colacompany.com/videos/coca-cola-small-world-machines-bringing-india-pakistan-together-tyts_4voudime [Accessed on 6 March 2016].
- Coca-Cola. 2008. Coca-Cola Coupon. Available at: <http://heritage.coca-cola.com/> . [Accessed on 14 April 2016]
- Coca-Cola. 2008. The Coca-Cola Heritage Timeline. Available at: <http://heritage.coca-cola.com/> [Accessed on 4 April 2013].
- Davies, Tim. 2013. Coca-Cola's Online Strategy – Dissected. Available at: <http://www.onerabbit.com.au/Blog/2013/07/coca-cola's-online-strategy---dissected> . [Accessed on 6 April 2016]
- Diggs-Brown, Barbara. 2011. Strategic Public Relations an Audience-Centered Approach. Available at: http://books.google.fi/books?id=7c0ycySng4YC&pg=PA53&lpg=PA53&redir_esc=y-v=onepage&q&f=false pg. 53. [Accessed on 18.March, 2016].
- Dunay, Paul. 2013. The Big Brand Theory: How is Coca-Cola Shaking it Up Socially?. Available at:<http://socialmediatoday.com/pauldunay/1600116/how-coca-cola-shaking-itsocially> [Accessed 15 March 2016]
- Eid, R., & Trueman, M. (2002). The Internet: New international marketing issues. *Management Research News*, 25(12), 54-67.
- Fill, C. (2005). *Marketing communications: engagements, strategies and practice*. Pearson Education.
- Friedman, Steven Morgan. 2012. The Inflation Calculator. Available at: <http://www.westegg.com/inflation/> . [Accessed on 3 March 2016].

Gillin, P. (2008). *Secrets of Social Media Marketing: How to Use Online Conversations and Customer Communities to Turbo-charge Your Business!*. Linden Publishing.

Interbrand. 2013. The Best Global Brand 2012. Available at: <http://www.interbrand.com/en/> . [Accessed on 14 March 2016].

Internet Live Stats, 2016: Internet users in India. Available at: <http://www.internetlivestats.com/internet-users/india/> [Accessed on 25.March, 2016].

Internet Society. 2016. Brief History of the Internet. [referenced 24.March 2016]. Available at: <http://www.internetsociety.org/internet/what-internet/history-internet/brief-history-internet>. [Accessed on 20.March, 2016].

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business horizons*, 53(1), 59-68.

Mangold, W.G. and Faulds, D.J. (2009), “Social media: the new hybrid element of the promotion mix”, *Business Horizons*, Vol. 52 No. 4, pp. 357-65.

Nair, T. R., & Subramaniam, K. (2012). Transformation of Traditional Marketing Communications in to Paradigms of Social Media Networking.*arXiv preprint arXiv:1206.0425*.

Neff, J. (2013). Small Business Shrink Advertising. *Ad Age*. [Referenced February 16, 2016] Available at: <http://www.adageindia.in/digital/small-businesses-shirk-advertising/articleshow/45802217.cms> [Accessed on 16.March, 2016].

Parent, M., Plangger, K., & Bal, A. (2011). The new WTP: Willingness to participate. *Business horizons*, 54(3), 219-229

Robertson, Anna, Garfinkel, Steve & Eckstein, Elizabeth. 2000. Radio in the 1920's. [Accessed on 18.March.2016]. Available: <http://xroads.virginia.edu/~ug00/3on1/radioshow/1920radio.htm> .

Socialbakers.2016.Available at: <http://www.socialbakers.com/statistics/facebook/pages/total/brands/> [Accessed on 25 March 2016]

Statista 2016: Worldwide social network user. Available at: <http://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/> [Accessed on 22.March, 2016].

Taprial & Kanwar, 2012. Understanding Social Media. London, United Kingdom: Varinder Taprial & Priya Kanwar & Ventus Publishing ApS.

Tuttle, Brad. 2010. The History of Coupons. Available at: <http://business.time.com/2010/04/06/the-history-of-coupons/> [Accessed 3 April 2016].

Wearesocial. 2016: Digital in 2016. Available at: <http://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/> [Accessed on 21.March, 2016].

ADHERENCE SHEET

Particulars	Last Date	Signature of Mentors	
Title of the Project/Area of Topic Finalization	21/1/16		
Literature Review/Objectives of the study	02/2/16		
Methodology	18/2/16		
Questionnaire/Data Collection tools	03/3/16		
Data Collection	17/3/16		
Analysis	24/3/16		
Conclusion and Recommendations	01/4/16		
First Draft	15/4/16		
Final Report/Binding and Submission	03/5/16		