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透過社群媒體行銷活動強化顧客參與

--以陶藝微型產業為例

Enhancing Customer Engagement through Social  
Media Marketing Activities: a Case Study of Pottery  
Micro-Enterprise

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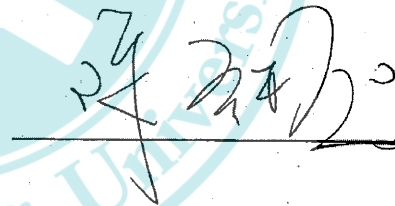
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## 摘要

隨著科技 4.0 迅速發展，「資訊科技」成為不可缺失的關鍵字；尤其近幾年在台灣也逐漸走入成熟階段。如今，絕大部分公司都面臨著共同問題「如何有效利用不同通訊渠道，進行各項行銷活動－其中，更值得一提是社群媒體行銷」。可說社群媒體已徹底改變了品牌與消費者互動方式：從以往單向行銷，演化成如今各家品牌可透過不同社群平台創建雙向積極對話，並共同參與行銷活動。社群媒體行銷成為顧客與品牌商業目標之間完美交叉。了解消費者的需求、了解顧客感興趣的主題、顧客在線上參與的話題，成為社群媒體行銷關鍵成功因素。

本研究以台東某家傳統陶藝藝術創作微型企業(A 陶藝微企) 為主要研究對象，該企業創作者是一名排灣族首牧人，多年來的創作宛如一把堅強的火一直燃燒，希望能將帶有溫度的陶藝品尋找知音，共同努力保護族群文化。使得企業最終目標並非於作品價格，而是陶藝品背後帶有故事價值，本研究採用設計科學研究法結合 5A 行銷模式，目的在於探討如何透過社群媒體進行系列行銷活動，並藉此提升 A 陶藝微企的顧客參與。

在初期階段，大部分顧客都透過媒體報導、網路訊息或忠誠顧客口碑行銷認識 A 陶藝微企；因此，為吸引顧客對企業產生興趣，在推動 5A 模型第二階段，本研究藉由 Google 分析、Facebook 像素等工具的輔助，使用社群媒體設計及發布各類型、不同內容廣告貼文，從而提升顧客對於 A 陶藝微企作品背景與故事有更深入了解。其中，主要購買地區、網站瀏覽量、點閱率、顧客行為分析等，為本研究進行規劃的關鍵因素。藉此協助 A 陶藝微型企業開發超過 20% 新顧客，間接帶動該企業作品銷量，使得企業提高營收。

**關鍵字：**社群媒體、陶藝微型企業、5A 模型、Facebook 廣告投放



## Abstract

In the context of revolutionary technology 4.0 is happening in the world, information technology is the "key" of change, which leverages Taiwan to develop in many aspects. Nowadays companies are more than ever facing the challenge of using the variety of available communication channels as effectively and efficiently as possible – especially when looking at social media. Social media has revolutionised the way brands and consumers interact: from a monologue to creating active conversations and engagement through a variety of platforms. Social media marketing is the perfect intersection between the needs of customers and the business goals of the brand. Understanding the needs of consumers, understanding the topics they are interested in, their online community is at the heart of the success of social media marketing.

Pottery micro-enterprise mentioned in this study is a traditional business with image of the artisan diligently persisting in keeping the fire in the hope of bringing his passionate pottery products to same souls to work together to preserve the culture of the nation so the value they choose here is not about the revenue or profit, but the meaning behind every product they make. The research method is following the Design Science Research methodology and the 5A marketing model (Aware-Appeal-Ask-Act-Advocate) to explore how to enhance the engagement of customer when there is an impact of marketing on the product..

First is the stage that customers only recognize enterprise A through some information in the radio, internet or our long-term customers. Therefore, to help them understand the products of enterprise A, at the second stage, we relied on the effective support of the most optimal marketing tools today such as Google Analytics, Facebook Pixel to design ads to get customers' attention, accompanied by the efforts of business, more than 20% of new customers found the business out. Products are consumed intensely so the profit of micro-enterprise A is also increased significantly. The results we have achieved such as parameters showing geographic location, website page views, reports of customer behavior, etc. are all factors that move us to the new future plans for micro-enterprise A. In addition, the greater results that we want to point out are the cultural values of the Paiwan tribe that are well received through sophisticated works of micro-enterprise A.

**Keywords:** social media, pottery micro-enterprise, 5A marketing model, Facebook advertising.

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# **Chapter 1. Introduction**

## **1.1. Background**

More than 70 years ago, since the advent of modern advertising, people in the industry have recognized that advertising is a direct reflection of contemporary society. A publication by the US advertising agency NWayer & Sons in 1926 wrote: “Everyday the picture of the times in which we are living is recorded vividly and fully in newspaper ads and magazines”. Now with only a modem connection, we can see that picture right on our computer screen.

The Internet has become an important part of advertisers' media mix. Sensitive traders have found the Internet to be more than just a regular information network. It is a global marketplace and with the day-to-day development of the Internet, knowledgeable marketers are turning this new technology into their advantage. Online advertising is growing at a rapid rate in the world, more than 100% per year, benefiting both advertisers and advertisements. The number of businesses involved in online advertising is also increasing rapidly. As of March 2017, there are 3.74 billion internet users in the world; this number in 2016 is 3.26 billion users.

Among the continents, Asia is home to the most internet users in the world. In fact, the number and percentage of internet users in Asia are growing constantly compared to 2016. The number of accounts in Asia now account for about 50.1% or more than half of the total number of worldwide internet users. Followed by Europe is 17% of the total number of users. More than 1.15 billion Facebook users, 72% of Internet users join the social network. In particular, the proportion of social network users in the age group of 18-29 reaches 89%, and at the age of 30-49 is 72% have some say about the influence of social networking with the current youth.

The wide, varied and complex social network is also, where each of its followers can use to find out what suits their interests, abilities, thoughts and actions. It is clear that social networking has a lot to offer, that is, sharing the community, being able to entertain anywhere, easily update information. Moreover, most young people now have facebook accounts, with up to 2-3 accounts. Many young people share that facebook is a part of their lives, sometimes both positive and negative.

## **1.2. Motivation**

Not only known for its natural beauty, Taiwan is also known as the "Asian dragon", with the Taiwanese economy growing to the highest level in Asia, attracting many of its labor force countries in the region to work hard to work here. In addition to the strong development

of agro-forestry-fisheries based mainly on abundant natural resources, Taiwan has also rapidly developed in the fields of trade, technology and modern electronics.

Taiwan's technology sector has grown rapidly, confirming its position in the world. In 2013, TSMC is the third largest semiconductor company with 10% market share. The world's leading semiconductor company in 2013 is also Taiwan's TSMC, another company founded by investment and research agencies set up by the Taiwanese government.

Taiwanese enterprises are not out of this trend. With the emergence and development of e-commerce, Internet advertising has also begun to emerge in Taiwan. Taiwanese businesses are beginning to discover the power of online advertising and it has proven to be a great success, especially in helping Taiwanese businesses gain their presence in worldwide market. However, as with e-commerce, Internet advertising is limited to micro-enterprises.

The influence of the use of Social Networking Sites on people's behavior has recently become more visible than before. Since its inception, social media marketing has gained a lot of attention and interest from those who know and work in the field of marketing. The fact remains that many controversies still surrounds the emergence of this type of marketing in recent years. Many old-fashioned marketing experts argue that social media marketing is just a tentative trend, but it is also likely to collapse early on with the current social networking or network share trends, which is the main tool of this kind of marketing. At the same time, these experts also believe that social media marketing is not as cheap as many people think, due to the effort to regularly update information and customer care on social networks is very great.

In order to differentiate among competitors, brands need to break the mould to escape out of the vicious cycle of competitive benchmarking and imitation (Kim & Mauborgne, 2003). This is where social media comes into the marketing mix. *(Marketing mix is a collection of marketing tools used by businesses to achieve marketing objectives in the marketplace. The term was first used in 1953 by Neil Borden, president of the American Marketing Association, taking the formula one-step further and setting up the term marketing mix. A well-known marketer, (McCarthy, 1960), proposed a 4P classification in 1960, which has now been widely used. Marketing mix is classified according to the 4P model, including Product, Price, Place, Promotion used in the marketing of goods.)*. The rise of marketing mix management coincides with the time when the industrial society was reaching the peak of its life cycle in the Western world. (Grönroos, 1999)

Social media has existed since the development of the World Wide Web in different forms such as newsgroups but only early adopters of technology adoption lifecycle used it (Jones et al., 2009) to allow the exchange of content (Kaplan & Haenlein, 2010). As the



interfaces have been simplified, social media crossed the chasm to the mainstream markets. Thus, social media creates both an opportunity and a huge challenge. The key role in building and developing relationships with consumers across different social media platforms is communication—engaging, entertaining and triggering responses from consumers.

### 1.3. Objective

Every country has its own famous traditional industries, and in Taiwan too. In addition to the land of technology, Taiwan is also known for its traditional pottery village. Pottery products and handicraft products are often of long-standing origin, being preserved by people from one generation to the next.

Enterprise A is as a symbol of the beautiful traditional trade of Taitung, Taiwan. For people who lives in Taitung, this place is not only a traditional location, but also an attractive place to learn everything about pottery, a long-standing art craft, as well as to know. The process of making a ceramic work takes much effort and time.

Pottery artists are not like a living body, a miniature universe in which the harmonious combination of the five elements are metal, wood, water, fire and earth. The development of the profession is seen as the eloquence of the Five Elements, which is the flow of the Five Elements in the process of creative work with strictly technical procedures.

The main research objective is to investigate how traditional pottery micro-enterprise use social media, particularly creating their own website, Facebook, e.g., in order to develop customer relationships and thus analyze customers' behavior with the products. On the use of advertising on Facebook, here are the benefits that micro-enterprise A will achieve:

- Reduce costs: Because of advertising by facebook, enterprise A can target the right audience they want to market their product or service, this helps them reduce the cost of advertising on facebook as much as possible, and helps limit the customers whom do not have demand for products and services that they are providing
- Besides, enterprise A will have the opportunity to reach more diverse customers, not only Taiwanese people but also customers from other countries in the world. Moreover, the cost that enterprise A spent on running ads on facebook is negligible.

In addition, thanks to the Google Analytics (GA) tool as well as Facebook Pixel, I believe they will help enterprise A have a holistic, more general view of customer behavior, will know the wishes that customers target and implement what acts on the website, whereby

enterprise A will change every day, develop website in the direction not to lose ‘the soul’ of the pottery that just keep up with the trend of the world.

With the desire to promote marketing on FB, website, I fully believe that the revenue of enterprise A will grow 5% to 10%, and the more 20% is the number of people are inspired. I am hoping that among these 20%, young people will outgrow.

#### **1.4. Research questions**

In order to make this study clearer and coherent, we got some questions during analysis process. We think the questions listed below will help us define which results that we have to obtain in the end of this research. Moreover, they are useful in understanding what are the problems of the mentioned enterprise.

1. How micro-enterprise promote their products?
2. What type of ads is suitable for business at this time?
3. How to keep the customers’s adherence to enterprise?

#### **1.5. Outline of the thesis**

Today, referring to social media marketing, people will immediately think of large-scale promotions, marketing, product launches, events, and large companies. If so, are smaller companies, along with their traditional, historical and ethnic products, more likely to compete in the current IT environment?

What belongs to the old traditional value should be handed down, always mentioned every day because it is the core of a country. So letting young people know more about the things of the older generation, we should use the tools of the younger generation to talk about, which is an approach modern and pure way. The rest of this paper is arranged as follows. In Chapter 2, the key concepts used in the paper are defined. Research method is thoroughly introduced in Chapter 3. In Chapter 4 is experimental design, research process. Chapter 5 reports the results. Finally, the author points out the limits of the study and suggests possible future research topics in Chapter 6.

- |   |   |
|---|---|
| ● Chapter 1: Introduction                     | ● Chapter 5: Demonstration and Evaluation |
| ● Chapter 2: Literature Review                | ● Chapter 6: Discussion and Conclusion    |
| ● Chapter 3: Research Method                  |   |
| ● Chapter 4: Design and Development Framework |   |

## **Chapter 2. Literature review**

### **2.1. Taiwan pottery industry strategies**

#### **2.1.1 YingGe ceramic town**

Not only is the natural landscape beautiful, Taiwan is also the country that holds the unique traditional cultural values. One of those values is the famous pottery village. YingGe ceramics town is a symbol of Taiwan's beautiful traditional occupation. For Taiwanese people, this place is not only a normal traditional village, but also an attractive place to visit, interesting places to learn about ceramics, an old artistic value, as well as to know the process of making a ceramic work takes a lot of time and effort. YingGe town is located in the south of New Taipei city, with an area not too big, with traditional pottery, making the space here a little sad, but it is also worthwhile for visitors to stop. Visiting here, visitors will witness a variety of ceramic works, many sizes, designs, from low quality to high, diverse choices for all subjects. Having the opportunity to learn about the ceramic town YingGe, we learned that pottery was brought to YingGe for the first time in 1804. Nevertheless, it was still a small industry producing cheap earthenware until the Japanese increased the value of the product in 1930. In addition to the daily household appliances, local pottery factories started firing pottery to make mining tools and weapons. After World War II, pottery makers from all over Japan began settling down at YingGe. By the 1970s, this small town was the third largest ceramic production center in the world.

Up to now, with its influence along with the frantic development of a traditional handicraft industry, YingGe ceramics town has become an attractive tourist destination. Here visitors will have the opportunity to learn the culture of pottery production, museums and ancient streets where selling lovely souvenirs. In addition to visiting, learning about pottery making process, when in YingGe ceramic town visitors also have a chance to discover the unique art museum of pottery. At the museum, visitors will be provided with complete information on the process of making pottery, exhibitions covering everything from solid kilns and wood used to burn, to the effects of Japanese pottery, China and the Netherlands onto Taiwan pottery. Special exhibitions show the current direction of Taiwan's current ceramic base. In addition, visitors can walk along narrow streets in a famous old town in town to admire beautiful baby pottery, full size, very fancy designs. Moreover, in this small town, there are many entertainment and entertainment activities for visitors not to be bored, and there are areas for cafes, cafes, tourists here to enjoy local specialty snacks.





Figure 2.1 YingGe ceramic

Source: 帆帆猫 (2015)

### 2.1.2 ShuiLi pottery village

Pottery products, handicraft products often have very long-standing origins, kept by each other and kept growing from life to life. Any traditional industry in any country and of course Taiwan is no exception. It is because of this characteristic that ShuiLi pottery village in Taiwan has been formed, existed and developed extensively to this day. In terms of ancient traditional cultural values, ShuiLi pottery village (or Shueli) is Taiwan's most typical traditional pottery village, built and formed in 1927 by the potter Lin Jiang Song. At that time, Lin Jiang Song while discovering the quality of clay in ShuiLi then he was so surprise with this special factor that he started to build kilns, producing various ceramic products. In addition, it seems that the creator has deliberately given this place a profession, so, repeated coincidence situations happen. In the process of burning pottery, because the burning materials are firewood, soot woods fall into the soil billets, they create very natural and rustic ceramic products, from which the ceramic profession is officially opened and this is an origin of traditional pottery in Taichung, Taiwan.

Since it was discovered, the area of ShuiLi has attracted more attention because the land is good and convenient for the development of pottery. Since then ShuiLi has become a place to gather and distribute wood materials, and has good clay, so it has been given special attention. Along with combining all three elements of water - fire - earth has created high quality ceramic products, rich categories. From time to time, from a small area, ShuiLi has been replicated into a large area with traditional pottery. Since then ShuiLi pottery village has become very famous, is one of the ancient villages of Taichung, tourist destination, learn about the ancient cultural values loved by foreign tourists. Currently the most famous destination is ShuiLi (ceramic kiln connected to a snake-like shape). Tourists come to visit ShuiLi pottery village, not only have the opportunity to learn about how to produce a ceramic product, how to go through the process, to see firsthand the diverse products made from pottery, but also experience the feeling of manually kneading heavy clay, manually making favorite items, according to their creativity, very wonderful. Although here is not too close to the center, but with the attraction of traditional craft villages in general and ShuiLi pottery village in particular that has urged far-away tourists to come. Therefore, along with the oral tradition of long-standing traditional villages, it retains its ancient beauty, becoming a beautiful culture in the direction and development of each nation's tourism.





Figure 2.2 ShuiLi pottery

Source: 愛作夢の貓 Dreamycat 's Blog (2018)



### 2.1.3 Pottery Micro-Enterprise A

Enterprise A was established in 2002 by the Paiwan (排灣) ceramics artist. It is located in the New Banyan (新班鳩) Village of Chulu, Taitung. Artist of enterprise A has been working along the way for nearly 20 years. The starting point for creation is to find the roots of the traditional culture of Paiwan people and hope that through the power of art, the voice and channels of the aboriginal people will be created. He has used all kinds of pottery tools in his studio. Different kiln styles show their unique works. It is like the creative belief that he upholds. The fun of different cultures and art cultures excites a brilliant and diverse art.

The quiet pottery-burning studio is actually a well-prepared pottery cultural park. Besides the working area, there is Balaam ruins (巴蘭遺址). Enterprise A artist holds artistic heritage, exchanges, and excavations. The idea of sparks, holding pottery-teaching camps, guided tours from pottery culture to pottery courses, DIY experiences, ecological tour of Balaam ruins, etc., not only provide opportunities for artists to study and refine, but also open the creation for the public. In the serpentine Chulu Mountain, we can smell the phenanthrenes, and admire the exquisite Paiwan traditional clay pots, the simple cups of the chiefs, and the names of the deer and name cardholders such as Chulu and Luye as inspirations. The artistic energy exhibited by the bird pot is amazing.

In the past few years, enterprise A have actively developed enterprise A brand products "The Story Series Cup". With ceramics DIY experience activities, continuous efforts in the practice of ceramic art and culture.



Figure 2.3 Pottery Micro-enterprise A

#### **2.1.4 Small and Medium-Sized Enterprises (SMEs) Development Strategies in Taiwan**

On the global competitiveness reports for many years, Japanese, Singaporean, Taiwanese and Korean economies are often in the top competitive groups. In particular, it is noteworthy that the two economies of Korea and Taiwan are in the early stages of development. Both Korea and Taiwan take private economic development as a driving force for development, but with a different choice of firm size. It can be said that this is the biggest difference, while Korea develops powerful private companies, Taiwan with a strong medium and small private enterprise system.

However, like Korea, Taiwan's economic development is tied to the support of the state and the completion of institutions in the direction of transparency and responsibility of the state apparatus. These institutional pillars, along with other institutions such as independent courts, people's participation in the political system, are a healthy foundation for the development of these two economies. This is confirmed by the global competitive power that low levels of perceived corruption are an evaluation criterion. It is clear that South Korea and Taiwan are continuously ranked top in the world in both the national competitiveness index and corruption.

South Korea with large private enterprises and Taiwan with a huge system of small and medium enterprises. The growth of Taiwan's small and medium enterprises is due to a combination of domestic institutional conditions and the development of an outward economy. Taiwan's special phenomenon is that big businesses are not hindering but support the development of small and medium enterprises. Observing data from the past 10 years (2008~2017), the number of SMEs under the influence of the financial crisis.

In 2009, there was a negative growth, and by 2010, the economic boom has returned, and the number of SMEs has increased year after year.

According to the World Trade Organization (WTO) report, the volume of global trade in goods increased by 4.7% in 2017, which is 6 years.

Come to the highest growth rate. Domestically, in 2017, all enterprises were 1.47 million 1,433, while the number of small and medium-sized enterprises reached

1.143 million 7,616, accounting for 97.7% of all enterprises, an increase of 29,303 compared with 2016, with a growth rate of 2.08%;

The number of large entrepreneurs is 3,000,817, accounting for 2.3% of all entrepreneurs, with a growth rate of 3.59%; and 2017

The sales of small and medium-sized enterprises in the year are getting rid of the negative growth of two consecutive years, and the annual growth rate has turned into a positive growth of 3.19%.

## **2.2 Web 3.0**

Web 3.0, also known as the Semantic Web, is defined by the World Wide Web Consortium (W3C) to identify a new generation of web sites with unique, more modern features that focus on the use of formatting data and common protocols so that every website, every online service can communicate with each other quickly, conveniently and easily. Previously, we had the concept of web 1.0 and 2.0:

Web 1.0 is essentially a simple, structured web-based class that interacts with a low number of users and data, providing almost one-way content. However, this is the first generation of the mass Internet and opens many changes to the IT world.

Web 2.0 is the boom of social networking sites, online media, and forums, big forums that link and help users interact with each other. The content can be uploaded by users and often incorporates more modern technologies to make the process of using and browsing the web rich, diverse and easier.

Thus, with the more advanced concept of the present time is web 3.0, the disadvantages, inconvenience exists in web 1.0, web 2.0 will be overcome, and web 3.0 will include technologies that provide new way of helping computers organize themselves and draw conclusions from online data. Therefore, the name Semantic Web was born as a specific definition for this type of web. (Fuchs et al., 2010)

### **2.2.1. Benefits of web 3.0**

**High data sharing capabilities:** When transferring data from one web page or another, developers do not need to spend too much time writing tools to read data, they just need to notify the other party. They know what they send data to and the other writes the software to read the right things.

**Synchronization:** One of the gadgets of web 3.0 recently shown is that you can log in with Facebook, Google account when accessing a website or application. The news app can query weather data from Yahoo easily, without the need to manually find or collect complex data. Dropbox can be integrated quickly with Microsoft Office.

**Accurate search results:** The Web 3.0 information exchange also makes finding information on the Internet easier, more efficient and returning the correct information related

to the keywords are being searched. This is because websites use data in standard format, and search engines like Google Search, Bing Search and Yahoo Search just read that data for analysis and memory, without having to go through complex HTML files that not as structured as before.

### **2.2.2. Its challenges**

Although there are many advantages, but the generation of Web 3.0 also face many challenges, risks need to overcome, heading to an advanced-civilized technology background in the future. Overcoming these challenges, Web 3.0 will definitely be a product, an indispensable tool and means for any Internet user.

- Massive Data: The World Wide Web now has billions of web pages, each with a different amount of data. Therefore, automatic systems need to be redesigned to handle large amounts of input data. Duplicate data is also a problem that Web 3.0 faces and needs a solution.
- Unclear data: Some keyword synonyms or unclear data on the Internet nowadays also lead to inability to process and render inaccurate search results.
- Security: When data is easily shared with large volumes, it also carries a high risk of security, confidentiality. However, this problem is considered to be overcome by new security technologies.

### **2.3. 4th Revolution (Web 4.0/ Revolution 4.0)**

The term Revolution 4.0 is derived from the "Industrie 4.0" concept in a German government report in 2013. "Industrie 4.0" connects embedded systems and intelligent manufacturing facilities to create digital convergence between industry, business, function and internal process. Nevertheless, understanding of Revolution 4.0 is not yet clearly defined. The first industrial revolution was the use of water and steam energy to mechanize production. In the second revolution, new and abundant energy sources such as atomic energy, solar energy, wind energy, and tidal energy were also found to replace the old energy source. Miraculous advances in transportation and communications such as giant supersonic aircraft, high-speed trains and communications, radio transmissions through artificial satellite, launch successfully earth's first artificial satellite, flying into space and setting foot on the moon are the achievements that went into the history of this second industrial revolution. The third industrial revolution took place in the 1970s with the introduction of automated production based on computers, electronic devices and the Internet, creating a connected world. Now, the 4th industrial revolution is flourishing since the third time, it combines technologies together, blurring the line between physics, digital and biology. (Klaus Schwab, 2016). According to

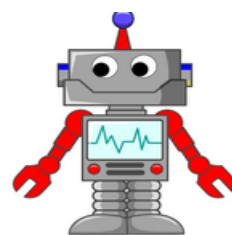


experts, Revolution 4.0 will take place on 3 main areas including Biotechnology, Digital and Physics. This is called digital revolution, through technologies like Internet of Things (IoT), artificial intelligence (AI), virtual reality (VR), virtual reality interaction (AR), social networking, cloud computing, mobile, big data analysis (SMAC) to transform the entire real world into a digital world. In the field of biotechnology, Revolution 4.0 focuses on research to create leaps and bounds in Agriculture, Fisheries, Medicine, Food Processing, Environmental Protection, Renewable Energy, Chemistry and Material. Finally, the field of physics with new robots, 3D printers, self-driving cars, new materials (graphene, skyrmions, etc.) and nanotechnology. (Lasi, Fettke, Kemper, Feld, & Hoffmann, 2014)

If Revolution 4.0 is quickly followed by automation, robotization of production processes, workers will get more rest. For example, a production line in the past had to be 50 employees, if using digital technology, automatic and using robots instead of workers, it would be necessary to just 2-3 people to control the chain. In addition, the working time will be shortened. However, the downside of Revolution 4.0 is that it can cause inequality. Especially can break the labor market. When automation replaces manual labor in the economy, when robots replace people in many areas, millions of workers around the world may fall into unemployment.

The world has experienced three Industrial Revolution and now is the fourth, according to the source of history; each revolution contributes to increasing labor productivity, making more material goods for the community as well as utility for human. In addition, workers themselves have to adjust to the new situation. Looking back three Industrial Revolution has passed, no revolution has disrupted the labor market in the extreme direction, that labor will be much unemployed. Therefore, with the wave of the 4.0 Revolution we have the right to believe that the labor market will be restructured.

Table 2.1 Four Revolutions of World Industry



*gi*

1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
The introduction with steam and water power	Mass production using electrical power	Automatically production using IT systems, electronics.	The smart production using Big data analysis, breakthroughs from IoT and cloud technology

## 2.4. Marketing Concept

### 2.4.1 AIDA Marketing Model

In the 90s of 19th century, marketing and advertising researchers were struggling to stimulate consumer demand for more goods and services from customers. They realized that a process of impact on consumer psychology was needed to make sales more effective. They found that differences in age, education, gender, consumer preferences, and many other factors influenced the purchase behavior. An urgent task that needs to be done is to analyze how consumers decipher ad inputs into purchase feedback, since only then can they create an effective advertising strategy. However, due to the barriers associated with psychological effects on consumer buying behavior, advertisers still do not receive reliable feedback despite their efforts. In 1898, E. St. Elmo Lewis first introduced the system of customer response levels in the purchase process in three steps: Attention – Interest – Desire. After a while, Lewis added a "buy action" step to the AID model and from there AIDA was officially launched. Then the customer response levels have been raised to four levels: Attention – Interest – Desire – Action. Successful, or unique, ads need to attract attention, maintain interest, create desires, and lead to actions. (Michaelson & Stacks, 2011).

People can be aware of brands in many different ways. For example, for a fashion brand, consumers will judge it based on emotions more than technical specifications, in contrast



to high-tech items like smartphones, people will pay attention more to details. If the ad dropped from the customer awareness part, it would be considered a failure. Good advertising is to remain in the audience, make them interesting about it, crave it and eventually buy it. The AIDA model is actually a funnel, which means the lower the results, the lower the results will be. Normally, with 100% of the perceived people having about 50% feel it is interesting, 25% want it but only about 5% really intend to buy it, sometimes only 2-3% really will buy it. 2-3% numbers can be very high if 100% capital is a large integer. Take, for example, 1 million people who see your ad and are aware of the presence of that product, 2-3% of 1 million are 20-30 thousand already bought, a number is not bad. According to Probst, in the highly segmented markets there are often many brands running a large number of customers. Consumer purchases often carry randomness and sentiment. To be successful, marketers must focus on building brands from the early stages of the customer's purchasing process, and using price-based tactics at later stages.

The process of branding must be drastic to ensure that the message of the business occupies an important place in the minds of consumers. Meanwhile, tactics such as discounting or creating urgency can make customers come to action faster at a later stage. Hotels.com is a typical case. This website makes a difference to many other competitors among online travel agency websites. On the other hand, Hotels.com also motivates customers to take action with promotional campaigns such as "good deals of the day", "stock sales discounts" or "special incentive programs". Meanwhile, Probst believes that in a business-to-business (B2B) environment, brands need to focus on marketing activities at the customer stage to get more information (Ask) than the customer has. fascinated by products (Appeal). The reason is that the purchasing process of enterprises is often prolonged and there are many people involved in researching and evaluating products on many different aspects. Brands targeting professionals in this business environment need to prove their superior competitive advantage. In the market that product meets the lifestyle needs (such as high-end goods and services), consumers often choose to buy only brands they trust in quality. They are also more active in making purchasing decisions. Brands in this market therefore need to make the most of word of mouth advertising, social media channels and content marketing to reach customers. Marketers can also develop

additional brands to reach a larger number of customers but need to ensure brand reputation and attraction are maintained.

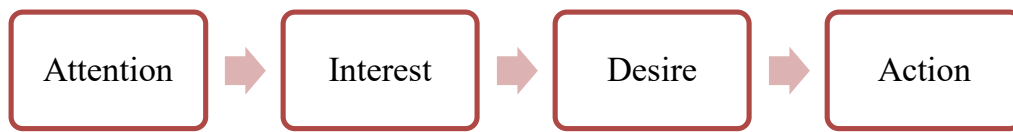


Figure 2.5 AIDA Model

**a. Attention**

The first step in AIDA marketing communication model is to attract the attention of the target audience. To accomplish this, marketing managers must choose the right method and the right marketing tools to attract attention. Attracting the target customers' attention can be the most difficult stage for a business in the marketing communications model because if it fails, the next steps will be very difficult to implement.

**b. Interest**

After attracting the attention of target customers, how can businesses excite their excitement with their products and services in a clever way? The attraction of people will only have a certain effect without permanence and stability if you do not show them new things, attractive in it. Creating pleasure is one of the most important and difficult steps.

**c. Desire**

After gaining the attention of target customers, the next step in the marketing communication model is to create the desire to interact with the target customer. The success of marketing communication is not about trying to sell a product, but rather about whether the customer really wants to buy the product from the business. There are two simple ways for businesses to stimulate their customers' expectations: to enhance their experience within using the products and services that provided by business and to make these target customers can be reached positive experiences that others have experienced.

**d. Action**

Business maybe has attracted the attention of target customers, making them interested and desire to own products and services of the business; but all the effort will be "zero" if the customer finally still does not act.

#### 2.4.2. 5A model

The AIDA model in the marketing and sales process was developed in 1898 and is still widely used today. In order to sell successfully, marketers need to employ appropriate tactics to influence each stage of a customer's purchase process, from Attention-A, Interest - I, desires - D to action - A. This formula has been the guideline for marketing and branding managers in many years. However, according to Emmanuel Probst, in the current context, AIDA is becoming obsolete and does not follow the buying cycle of consumers who have already stayed in "always connected to the digital world." Thus, (Kotler, Kartajaya, & Setiawan, 2016) has come up with a new formula that responds to changes in technology in recent years. That's the 5A model, short for the five words "Aware," "Appeal," "Ask," "Act," and "Advocate."

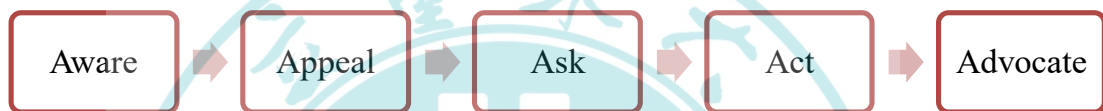


Figure 2.6 5A Model

##### a. Aware

At this stage, consumers know very little about the brand, getting quite passive branding information from the media, advertisers, influencers, friends or family.

##### b. Appeal

When processing the marketing message that you receive, consumers can form temporary memorability or unforgettable impression. At this stage, consumers will remember the most impressive brands. Therefore, they are strongly influenced by the initial attraction of a brand.

##### c. Ask

At this stage, consumers research brands in their short list by actively collecting information from the media, friends, family and the companies themselves. They also connect with other consumers to find information and build "product community" relationships that can lead to a weakness or strength of the brand due to awareness and support of the masses.

##### d. Act

This stage is not limited to customers purchasing but also involves their use of after-sales products and services.

#### **e. Advocate**

At this stage, consumers show loyalty to the brand by making regular purchases and encouraging others to buy.

To be successful, marketers must focus on branding from the early stages of the customer's buying process and use price-oriented tactics at later stages. The branding process needs to be drastic to ensure that the message of the business occupies an important place in the minds of consumers. At the same time, tactics such as discounting or creating urgency can make customers go to action faster at a later stage. Meanwhile, (Essmayr, Probst, & Weippl, 2004) stated that in B2B business environments, brands need to focus on marketing activities at the time that consumers want to find out more about the product more than at attractive period. The reason is that the purchase process of the business often lasts and many people involved in the same product evaluation with many different aspects. Brands aimed at professionals in this business environment need to demonstrate superior competitive advantage.

### **2.5. Social media marketing**

#### **2.5.1. What is Social media?**

A number of experts, bloggers or websites have also come up with different definitions of "Social Media" and there is no consistency. By the definition of (Tuten, Solomon, Pilotti, & Tedeschi-Toschi, 2014) "Social media is an online tool for communicating, sharing and connecting individuals, communities and organizations that are interrelated or interdependent by technology and mobile platforms."

Social media can be described as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user generated content" (Kaplan & Haenlein, 2010). Social media tools include social networking (e.g., Facebook and LinkedIn), blogs (e.g., Blogger and WordPress), reviews and rating services (e.g., Amazon, Trip Advisor), photo and video sharing (e.g., Flickr and YouTube), document and content sharing (e.g., Dropbox and Google Docs), podcasts (e.g., iTunes), and knowledge sharing (e.g., Wikipedia) (Scott & Jacka, 2011).

Thus, from the general point of the two concepts can be understood briefly: Social media are tools for communicating and sharing information on the internet. The quality of user-generated content has drastically changed from great to overuse 'spam'. As the content is designed, it is becoming increasingly important to identify high-quality content pages based on user contributions and social media sites. Social media generally show a lot of rich sources of information: besides the content, there is also a lot of non-content information, such as links

between items and clear quality ratings from members of community. (Agichtein, Castillo, Donato, Gionis, & Mishne, 2008)

#### **2.5.2. 4 Zones in Social Media**

Based on the well-known model studied and developed by (Tuten et al., 2014), social media is divided into four zones, there are:

- ✚ Zone 1: Social Community, which is prominent in social networking, is a channel that focuses on developing relationships and engaging users with similar interests and interests. Thus, social communities have multi-dimensional interactive features, allowing users to chat, connect and share information.
- ✚ Zone 2: Social Publishing is a site that helps disseminate content online. Includes blogs, microsites, sites for posting images / video / audio / document, bookmarks and news pages.
- ✚ Zone 3: Social Commerce is a form of leveraging online tools that support buying and selling, as part of e-commerce, where buyers and sellers can be more flexible in interacting, responding and share knowledge.
- ✚ Zone 4: Social Entertainment is a site or online tool that allows users to enjoy and entertain. Featured include social games, online gaming sites, etc.

Understanding the architecture of social media, company can be easier in terms of delivering content and cost-sharing plans by looking at the overall picture to achieve the goals of social media marketing campaigns. The amount of user-generated content is growing, with many opportunities and challenges for brands, as the user interacts with social media every day, and they are likely to be more or less affected by the discussion of other users. Ofcourse, social networking is an indispensable channel to invest in when it comes to attacking social media but the brand needs to listen to consumers, explore their brand health, insight customers as well as industry trends on this channel to take full advantage of opportunities as well as not face the risk. (Kirtiş & Karahan, 2011) have shown that using social media, as a marketing tool is a marketing strategy that can save business costs through the use of social media, millions of consumers can be reached in a short period and information can be quickly disseminated.

Social media has been known, but many companies still don't know what they should do with it. 80% of companies are now aiming to connect in social networking sites like Facebook, small blogs like Twitter, and share media on media such as Youtube - Havard Business Review's research report "The New Conversation: Taking Social Media from Talk to Action" recognizes that investing in society is a trend of the future. A large percentage of organizations still hesitate to socialize. Two third users do not take the social media strategy



seriously, and only about 7% incorporate social media tools into the overall marketing strategy, while 69% predict that their social media strategy will grow, 61% think of passing a stage in researching before going through any social media strategy, about 32% see it as a priority operating activity - and nearly 1/10 Chief Executive Officers dismiss business through social networking and thought it was a fad and will pass.

### **2.5.3. In terms of Social Media Marketing**

Customers are increasingly active on social media, but the concept of social media marketing is still confused. What is social media marketing? How to get a good social media marketing campaign? According to (Kotler, Burton, Deans, Brown, & Armstrong, 2015) published at Northwestern University (USA): Digital Marketing is a combination of marketing activities on the Websites, Email, On-Ads, Podcasts, Webcasts, SEO, SEM, On-Ads, Mobile Marketing, Social media, etc. So Social media marketing is a part of Digital Marketing.

Social Media Marketing uses social media channels to build activities, interact and deliver messages to meet branding and communications goals. (Tuten et al., 2014). The essence of social media marketing differs from traditional marketing that derives from the very essence of social media. An effective Social Media Marketing strategy should meet the following requirements:

- ✚ Set clear goals and KPIs: Most traditional marketing campaigns and Social Media channels in particular need parameters or indicators to measure performance. Therefore, in order for your marketing strategy to succeed, you need to set goals and specific KPIs for each campaign, stage.
- ✚ Focus on certain issues: Instead of pouring money into your campaign in an unpredictable way, you should focus on specific issues, clearly defined stakeholder groups, or you can focus on weaknesses that your competitors have not done well.
- ✚ Invest in content creation, attraction: Content is gaining momentum and becomes the main soul of many social media marketing campaigns today. As consumers now search for everything on the Internet and their contact with the actual product is content (text, video, images). Whether or not they want to come to see the product or purchase directly depends on this factor.
- ✚ Build Your Own Consumer Community: Many Facebook fanpages now use the Private Group as a place to focus and tap their potential customers. (On Google Plus, there is also the ability to create private groups.) In the specialized concepts, this can be seen as



the private community of the company, enterprise or organization. You can also focus on building these channels to reinforce older or more convenient products.

- ✚ Long-term planning: A long-term, specific plan / strategy, spanning time, will help your strategy to be closer and easier to reach the most common goals.

#### **2.5.4 Website Marketing**

SMEs account for the vast majority of organizations in most developed economies (Culkin & Smith, 2000). Website is an environment where the advertising industry is seeking to exploit its effectiveness. Many experts say, with the power of technology, this market will continue to grow. Microsoft Chairman Bill Gates has advised businesses should find another way to bring the trade information to consumers. The reason that Bill Gates put forward is that it will not be able to capitalize on the patience of TV viewers to intermingle between the few commercials. Gates himself said the technology would change the field, although it is acknowledged as unknown how the format of advertising will change in the future.

Website Marketing is a good solution to advertise business. The solutions include: Optimize website ranking on search engine (Search Engine Optimization), advertising on Google, social network Facebook, forum, etc. so that many websites are well-known to visit, to buy goods and services of the business. In the world, online power has made this form of advertising grow at a rapid pace and bring huge revenue. According to Buzzmetrics.com, cost per thousand impressions include pop-up, banner, logo, sponsorship, etc. accounted for 43% of revenue, performance form like Pay-per-click is about 37%. The combined form of the two categories is 20%. CPM is a form of advertising that effectively counts by the number of visitors to the site, unlike Performance, which is measured by the number of clicks a visitor makes.

With the development of the current information field, creating a website with simple functions and interfaces is not difficult, but to maintain the impression of customers is an arduous problem. The user experience on the website is very important. Page loading speed is a good example! According to a survey by Akamai and Gomez.com, if the page loading speed exceeds 3 seconds, 79% of customers will go away. On these customers, 80% said they would not return to the website anymore. Moreover, 44% will share "unpleasant experiences when shopping" for friends and relatives. Figure 2.7 below performs few images related to website of micro-enterprise A.

This website aims to advertise the company's products more widely with information as well as images are designed simply but concisely, focusing on what customers need, such as: under every pottery product that we upload on the website shows its name and corresponding features. If customers want to know price information just click directly on the picture. The goal of enterprise A is to connect prospective customers with their pottery products. This can be done effectively on the site, because customers can interact with the product, check the product and, if satisfied, can buy it.

There is no type of mass media that can lead customers from the time of learning information to buying products without any problems like the Internet. Besides the favorable aspects, enterprise A has also encountered problems in the process of running advertisements on the website, they are making great efforts in promoting their products to everyone but the customers' tastes are always change constantly every day, so refreshing the website to get the customers' attraction is still a difficult problem for micro-enterprise like A.









Figure 2.8 Enterprise A website homepage

The key material that enterprise A gives to its products is soil, wood, which uses vines that are harmful to plants as fuel, all of which are natural colors. Therefore, the products created are really perfect because it is the connection between nature and the free spirit of the creator. The website is designed to aim at a minimalist style, brown-golden color, classic but equally modern, aiming to reach radically more diverse groups of customers. The products shown in Figure 2.8 above are all outstanding products of enterprise A and are updated and changed regularly to refresh themselves.

### 2.5.5 Advertising on FB

Facebook ads are a direct advertising service that Facebook provides to its users to deliver messages and product information to potential customers through Facebook's smart filter based on users' activities, positions, and preferences. Facebook is reached to more than 1 billion users in the world, supporting 70 languages, over 50% of whom sign up, update about 2 billion comments, and "LIKE" on Facebook every day. The scope of Facebook's activity is expanding at a tremendous pace. Facebook's advertising potential is growing rapidly and is becoming a serious challenger to Google. Many companies and corporations have succeeded



in marketing on Facebook, and have become the case studies for marketers like Coca-Cola, Red Bull, Walt Disney or Starbucks, which is fanpage's members up to several tens of millions.

Small and medium sized enterprises are the most vulnerable to and affected by the effects of economic change. They must constantly seek solutions that help them become agile. One of the ways that they can discover is to use new digital media such as Facebook. Many small and medium sized enterprises believe that they need to share information about the product as much as possible, so that the information and decision-making opportunities of their customers will increase. In fact, continuous advertising but no one interested in participating in many times will be counterproductive; will lead potential customers "run away." Businesses should think about their core values, and then try to connect and convey those values to their customers via Facebook, with attractive content, with moderate frequency and in a trustworthy voice. Facebook has many forms of advertising suitable for different marketing objectives, but now there are two popular forms of advertising facebook, most people choose:

**Post page ad:** is the most popular form of facebook advertising today, is the way to advertise a post on your Fanpage. The article will read "Sponsored" to reach users by age, gender, region, occupation, etc. Content is the key of this form. Post content should be attractive, attracting users to interact.

**Click to web:** this is a form of facebook advertising that directs customers to click on your website to increase traffic to your website. Thus, direct sales on the website will also become more effective, cost savings for the process of doing SEO as well as other forms of advertising through the website.

When the budget does not allow building and developing a brand, small and medium sized businesses should use Facebook - a tool that saves both the scope of impact and the breadth of influence. An importance they have to know is what the way they choose. The combination of advertising options and effective tools is one of the most effective ways for businesses to reach out to the public, promote brand awareness, promote deliberation, purchase intent as well as enhance interactivity with the business.



Figure 2.9 Enterprise A Facebook fan page

## Chapter 3. Research method

### 3.1. Design Science Research Methodology

Since the earliest days of computer science, computer scientists have been researching design sciences without naming it. They have developed new computer architectures, new programming languages, new compilers, new algorithms, new data and file structures, new data models and database management systems. Much of the early research was focused on methods of system development. The design science research methodology (DSRM) presented here incorporates principles, practices, and procedures required to meet three objectives: “(1) provide a nominal process for the conduct of DS research, (2) build upon prior literature about DS in IS and reference disciplines, and (3) provide researchers with a mental model or template for a structure for research outputs.” (Peppers, Tuunanen, Rothenberger, & Chatterjee, 2007). Figure 3.1 is the implementation steps of this research model, the first step is that we have identified the clear motivation that is small businesses also have a way to reach the big sea, reaching larger goals. Such as access to more customers, the company's products go further thanks to building a reasonable business model, thoroughly applying marketing tools.

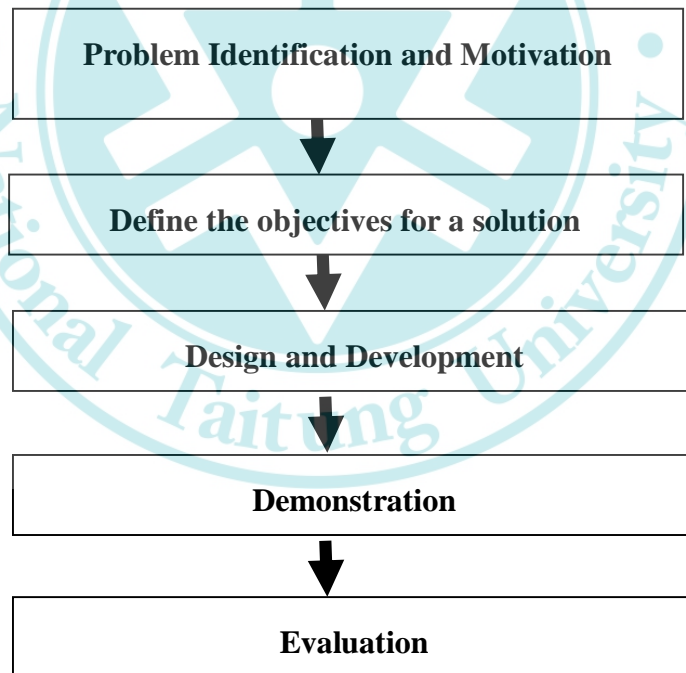


Figure 3.1 Design science research method (DSRM) process model

1. **Problem identification and motivation.** Define the research problem and justify value of solution. Understand problem's relevant as well as current solution and their weakness.

2. **Define the objectives for a solution.** Objectives need to be reasonably deduced from the particularity of the problem. The resources required for this include knowledge of the status of problems and current solutions, if any, and their effectiveness. Peffers et al. (2007) explain that this activity includes determining the artifact's desired functionality and then creating the artifact.
3. **Design and development.** Create an artifact that solve the problem. Application of methods, technologies. (Peffers et al., 2007) explain that this activity includes determining the artifact's desired functionality and then creating the artifact.
4. **Demonstration.** How to use the artifact to solve the problem?
5. **Evaluation.** Communicate the problem, solution and its effectiveness.

### 3.2. The Combination between 5A model and DSRM

Marketing theory has shown that the buying decision process of consumers goes through 05 stages. The question is that for the behavior of online consumers do the process change, or do it differ? Fortunately, Philip Kotler's answer is presented in the new model of customer behavior - 5A model. The birth of this new behavior model comes from three reasons:

- ✚ **The influence of society:** consumers today no longer buy goods in the same way as in the old days but they will be affected more by the community, typically the online community. Sometimes the community itself influences their consumption decisions.
- ✚ **Loyalty does not necessarily have to buy products:** customers can now or not need to buy products but still recommend them to others - different from before, only when customers buy frequently and love products.
- ✚ **Connectivity of customers:** Now when learning about products or brands, customers tend to come together and listen to each other, forming a "learn and support" relationship. When they need information, they will learn, consult each other. Typically buying goods on social networks, obviously, customers often refer to other customers to make purchasing decisions.



The combination of Model 5A and DSRM below describes how the author is conducting to apply to Enterprise A.

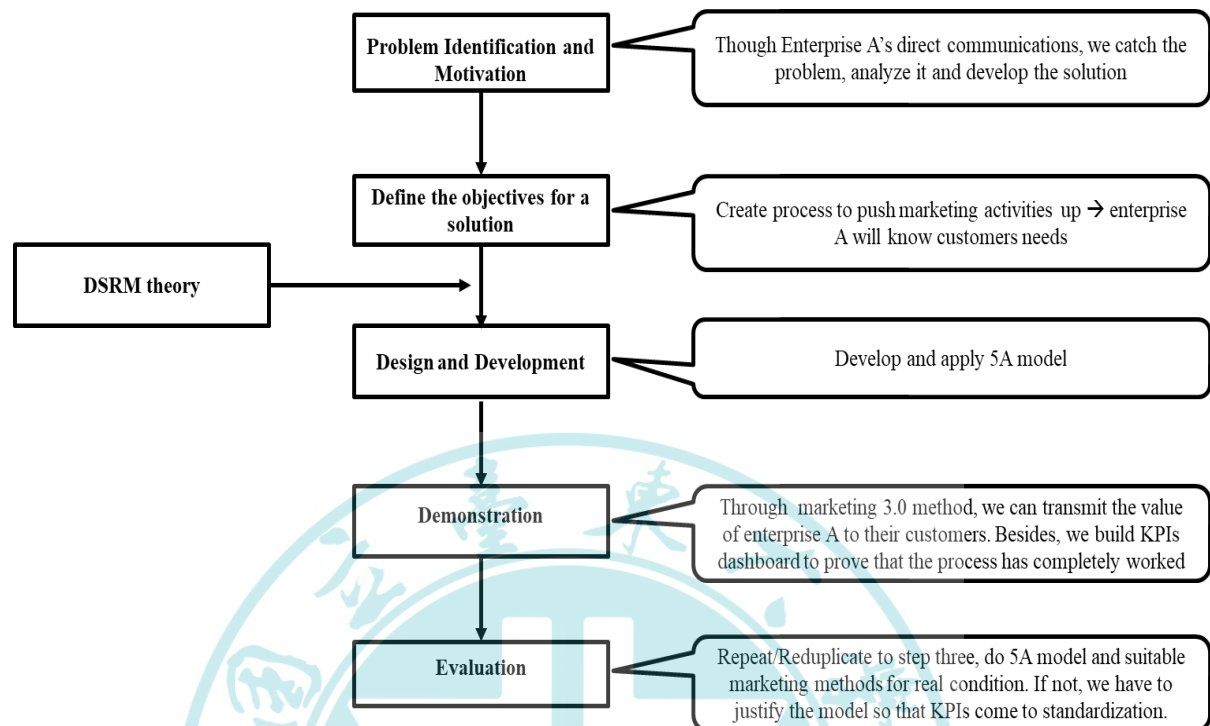


Figure 3.2 The research methodology based on DSRM theory and 5A Model

### 3.2.1. Problem Identification and Motivation

Problem has to be identified; its solution will be found in the process of research. Identify specific research problems and give an assessment of the value of a solution. Evaluating the value of a solution will lead to two aspects: it motivates researchers and those interested in research to pursue the solution, accept the result, and it involves to understanding of the researcher on the problem. The resources required for this activity include knowledge of the status of the problem and the importance of its solution. (Holmström, Ketokivi, & Hameri, 2009) add clarification to the problem identification step in DSR by explaining that “it is not the finding or identification of problems, which is challenging, it is the way problems are framed because there are typically multiple ways in which any given problem can be framed.” The current concern that micro-enterprise A is aiming at is how to reach more customers, and then, how to keep customers staying as long as possible, what is the key to catch customer both equity and loyalty. The motivation leads to our efforts is that every day there are a few more customers come to A's pottery products to listen to the story of the fire keeper - the person who is preserving the cultural identity of his tribe. So, which marketing tool will be used at the lowest cost but can optimize the target because A is only a micro- business. In this paper, the

problem is not on the scale of the enterprise A but how enterprise A use the social network to reach customers.

### **3.2.2. Define the objectives for a solution**

The way to find customers through social media is not really new but for enterprise A, this is almost a perfectly reasonable solution, our goal is simply put in 2 words "seek and keep", when customers come to A, we will keep them with a long-term relationship by our products. When the target of customers has stabilized in the growth rate from 10% to 20% per year, in the meantime, the next destination that we move forward is the more “fertile” markets in the surroundings.

### **3.2.3. Design and Development**

Artifact design is a creative process. During this, problem can be restated. Such artifacts have the capability to build models, methods; a design research article may be any design object. Resources required moving from objectives to design and development include theoretical knowledge that can be given in a solution. The third step entails the actual design and development of the artifact, whether it be a construct, model, method, or instantiation (March & Smith, 1995). This step is further described by the author in chapter 4.

### **3.2.4. Demonstration**

Demonstrate the use of artifacts to solve one or more instances of the problem. This may involve using it in testing, simulation, case study, proof, or other appropriate activities. Resources needed for the demonstration include effective knowledge of how to use artifacts to solve problems.

### **3.2.5. Evaluation**

Observe and measure the degree of artifact of the solution to the problem. Depending on the nature of problem location and artifact, evaluation can take many forms. It may include items such as functional comparisons of artifacts with a solution target from the above activity, objective quantitative performance measures, such as budget or product generated, satisfaction survey results, customer feedback or simulations. At the end of this activity, researchers may decide whether to reduplicate step three to try to improve the efficiency of the item or to continue the communication and to further improve the effectiveness of the artifact.

### 3.3. Google Analytics Tool

#### 3.3.1. What is Google Analytics (GA?)

Google Analytics is a free service provided by Google to evaluate the effectiveness of online marketing activities (including SEO and other marketing activities). Everyone can use this service. Google Analytics provides users with data about traffic, traffic sources, demographic data, and consumer behavior on the website. Google Analytics can integrate with many other Google products like Google Adwords, Google Adsense, and Google Webmaster Tools. The main features of Google Analytics include:

- ✚ Customize the Dashboard to see what data you need
- ✚ Use Advanced Segment to track specific campaigns
- ✚ View demographic data of traffic sources: age groups, locations, favorite topics
- ✚ See what customers search on the website
- ✚ Visualize the most popular content
- ✚ Funnel Visualization: Users often leave the shopping cart at which step
- ✚ Track sales of products
- ✚ Monitor user behavior (Multi-Channel Funnels)
- ✚ Create models for comparison of marketing channels (Model Comparison)

Despite the huge number of competitors, Google Analytics is the most widely used tool in the world, because of the massive benefits that Google Analytics offers. According to Builtwith there are currently over 30,000,000 sites are installing Google Analytics. Many websites of big corporations like Puma, Nissan, BuildDirect, etc are using Google Analytics. Google Analytics is not difficult to use. This system is developed and scientifically organized, scientific and logical. Its customization capabilities are also great. Google Analytics has smart alert modes, powerful and effective filters for each location (Customize for Sale Manager Dashboard to be different from SEO Manager, other than Adwords Manager).

### 3.3.2. The GA running process

From data collection to reporting, Google Analytics goes through four stages



Figure 3.3 GA running process

- ✚ **Data Collection:** when a person visits website, Google using a Java Script collects all of their information. Their information is extracted from Cookie. Cookie store data such as where they come from (domain, language), gender, browser usage, screen resolution how much, etc. Whenever they perform an action on website, the code also records and sends to Google's servers.
- ✚ **Configuration:** You can imagine a huge amount of data will be posted to the Google server. They need to be repackaged. The information collected will be categorized and adjusted to retain the necessary information and eliminate redundant information.
- ✚ **Processing:** At this process, information is processed "at your request". That means, for example, that you use a filter to remove incoming traffic from the internal IP, all traffic marked from the internal IP will be removed. Once processed, the data cannot be retrieved. That is why Google advises people to use three views and be careful with filters.
- ✚ **Reporting:** After the information is processed from raw to pure, they will be exported as a report that we often see.



**Home:** Store all your Account, Property, and View. Note that you can use the search or star (\*) feature for important elements for easy tracking.

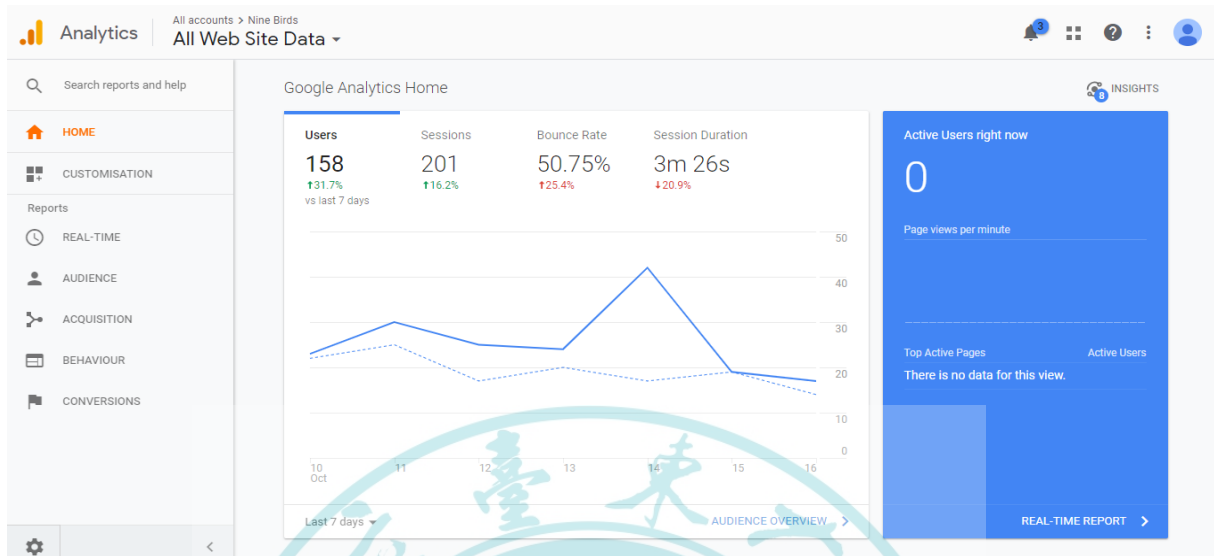


Figure 3.4 GA homepage of Pottery micro-enterprise A

**Report:** The heart of Google Analytics. Click on any tab, we will see the report of that view. We will work on this part a lot.



Figure 3.5 GA homepage of Pottery micro-enterprise A

**Admin:** Like the customization, from the basic activities such as tracking code, user management, set goals to advanced, Attribution Model, Custom Alerts, and Custom Segment are implemented in this section.

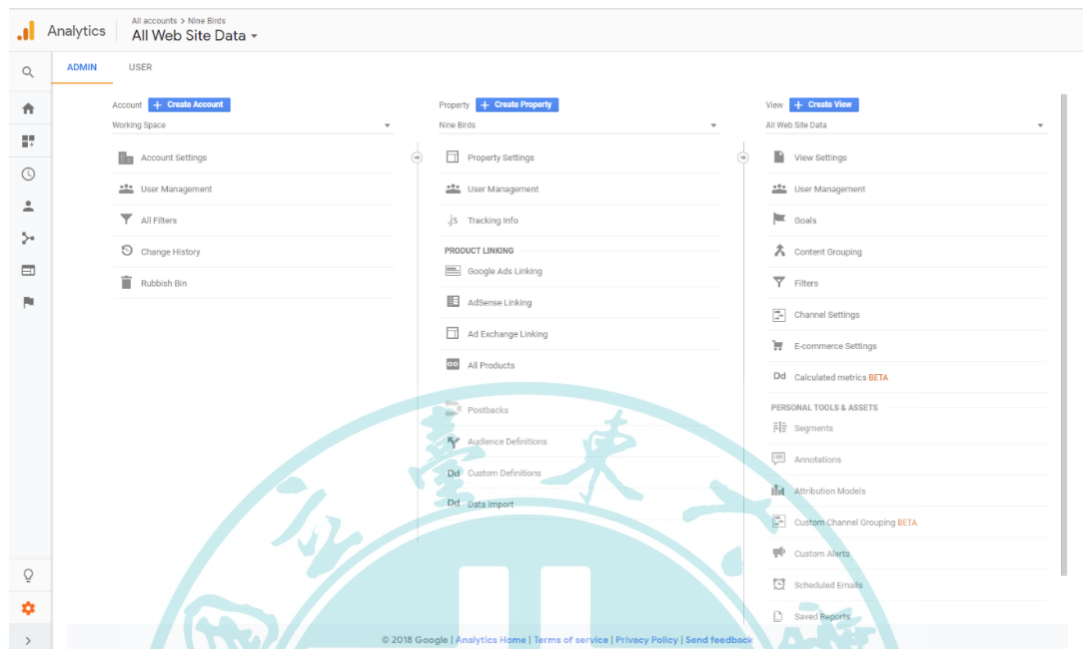


Figure 3.6 GA homepage of Pottery micro-enterprise A

In order to optimize the contents are displayed on the website, we used GA, this tool helps us get an overview of the current status of the site, the actions on purchasing products, which data that customers are interested in, which pages are viewed the most, ect. so that we, as well as enterprise A could sketch out what the next step should be?

Figure 3.7 and Figure 3.8 below are small comparison reports given by GA. We applied the GA support tool to the site around September 2018, a month later we recorded the results, there were more than 150 users visiting the site like Figure 3.7. The website then had a short-term interruption period due to maintenance; there is a slight change in the way of design so the number of users has also up and down unstable. The latest report we have is in Figure 3.8 from the beginning of April 2019 so far, the number of users visiting the site is over 250, with New Visitors number being 87% and the Returning Visitors being 13%, this is a good development signs of enterprise A after many attempts and efforts.

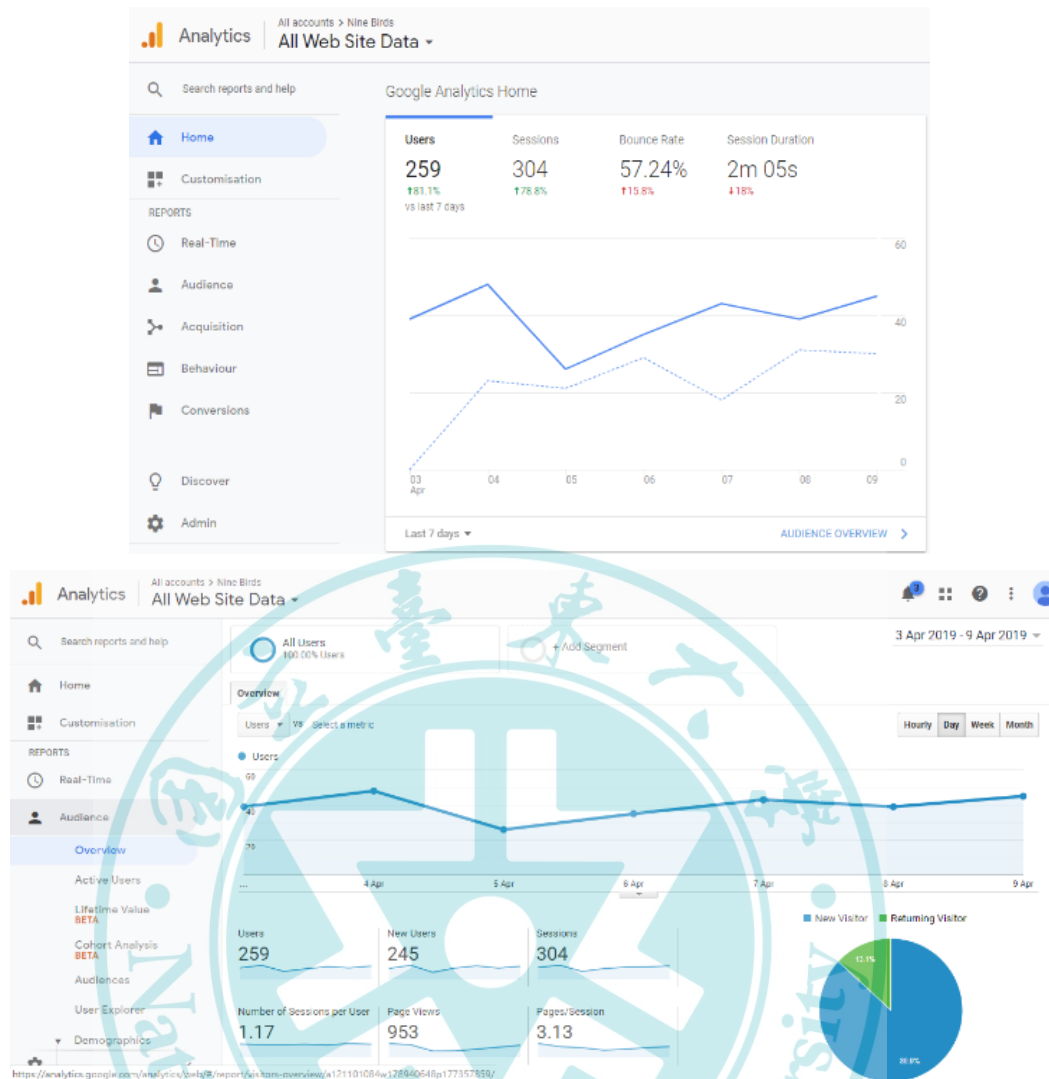


Figure 3.7 GA homepage of Pottery micro-enterprise A in Oct, 2018

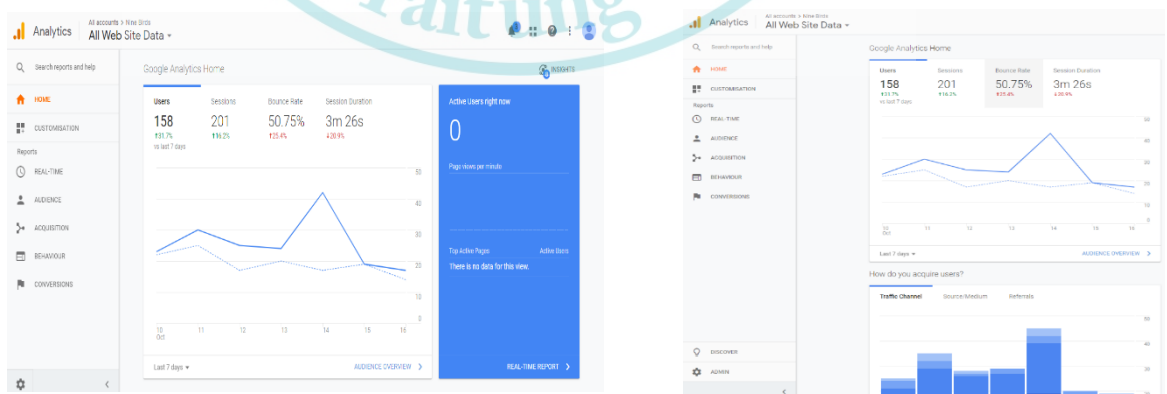


Figure 3.8 GA homepage of Pottery micro-enterprise A in Apr, 2019

### Acquisition Report (Attracting Report):

Source/Medium ?	Acquisition			Behaviour		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?
	809 % of Total: 100.00% (809)	786 % of Total: 100.00% (786)	914 % of Total: 100.00% (914)	76.81% Avg for View: 76.81% (0.00%)	1.74 Avg for View: 1.74 (0.00%)	00:00:51 Avg for View: 00:00:51 (0.00%)
1. m.facebook.com / referral	632 (77.45%)	630 (80.15%)	685 (74.95%)	85.84%	1.25	00:00:09
2. google / organic	106 (12.99%)	92 (11.70%)	140 (15.32%)	37.86%	3.27	00:03:36
3. (direct) / (none)	47 (5.76%)	39 (4.96%)	56 (6.13%)	67.86%	3.43	00:02:29
4. facebook.com / referral	10 (1.23%)	10 (1.27%)	11 (1.20%)	72.73%	2.64	00:02:04
5. l.facebook.com / referral	8 (0.98%)	4 (0.51%)	8 (0.88%)	75.00%	1.75	00:00:21
6. lm.facebook.com / referral	4 (0.49%)	3 (0.38%)	5 (0.55%)	60.00%	2.00	00:00:27
7. yahoo / organic	4 (0.49%)	4 (0.51%)	4 (0.44%)	75.00%	3.00	00:00:56
8. tw.search.yahoo.com / referral	3 (0.37%)	2 (0.25%)	3 (0.33%)	66.67%	3.33	00:01:24
9. ecloud.ewang.com.tw / referral	1 (0.12%)	1 (0.13%)	1 (0.11%)	100.00%	1.00	00:00:00
10. portal.lib.nttu.edu.tw / referral	1 (0.12%)	1 (0.13%)	1 (0.11%)	0.00%	5.00	00:02:18

Figure 3.9 Google Analytics (Acquisition report)

This report is important because it provides us with enough information about how customers find our website and how they access the site. Google Analytics give us the rate of channels through which users come to enterprise A website, such as Google search, social networks or direct access to the page, etc. More details, we also know which channels attract many visitors, channels bring the most interactivity or channel brings the most revenue. From grasping the method, the channel effectively or not can help us orient and invest effectively to the campaign optimal access to customers. Figure 3.9 shows us the main sources that customers have come to enterprise A's website, most obviously and most of them are from our Facebook fan page. This is also one of the reasons we choose to promote advertising campaigns on Facebook.



## Chapter 4. Design and Development Framework

In today's dynamic competitive economy, marketing is the core of every successful business. No matter which business you are in, you still need marketing. Marketing is a bridge between buyers and sellers - helping sellers understand the true needs of buyers in the best way. In marketing, identifying a specific goal is a prerequisite to developing an appropriate strategy to achieve that goal. A specific goal also allows marketers to measure the effectiveness of their marketing efforts. In addition, setting a specific, feasible goal also demonstrates the level and determination of the marketer.

By the end of 2016, with the introduction of the 5A approach in "Marketing 4.0", the debate over the adoption of AIDA or 5A in strategic marketing and operational planning has exploded and create a myriad of arguments not only within global companies, but also on social networking and forums with the participation of many well-known marketers on practical application actual marketing plan in 2018. Marketing 5A, essentially explained by Philip Kotler, is the way businesses and brands create the changes to drive revenue and loyalty to end-users in the buying process that is changing and deeply interfering by the development of technology in recent years. Below are three goals of marketing system.

### **a. Maximize Consumption**

Establishing this goal of marketing is based on the assumption that the more people buy and consume, the happier they will be. Marketers argue that marketing facilitates and stimulates maximum consumption, which in turn drives productivity, creates jobs and brings maximum prosperity. However, many people are quite skeptical that increasing consumption because it ain't mean that they are happier.

### **b. Maximize Consumer Satisfaction**

From a marketing perspective, a business can only achieve its business goals based on efforts to increase customer satisfaction. However, in practice, the increase in customer satisfaction is always difficult to overcome due to the influence of many factors in opposite directions. With limited resources, every business in the business process must make reasonable efforts to meet the needs of different interest groups and increase the satisfaction of this group of people can be detrimental. Benefit of other groups. In addition, increasing consumer interest requires businesses to spend more on improving the efficiency of the use of resources, which is not always possible.

### **c. Maximize the choice of consumers (Maximize Choice)**

This objective is to increase the diversity of the product and the buyer's choice, implying that consumers are more likely to choose, so that they can find the right product to meet their desire, make them feel most satisfied. However, here is the problem: the cost of the item can increase; it takes more time to survey and evaluate competing products before making a purchase decision. In addition, are there more product types that will increase the possibilities of real choice? Some people say that there are too many brands in the market today, but there are so few differences between them. In addition, when people have too many things to choose from, the choice becomes more difficult. Thus, the job of the marketer is to identify the product lines that are reasonably structured and skillfully combine them in a product mix to provide the opportunity for the customer. They can choose what they want to meet their needs.

### **4.1. Facebook Advertising**

Facebook has exploded to a community of more than half a billion people worldwide, making it a great fertile playground for outstanding marketers. Whether you want to take advantage of Facebook Ads to create "Likes", promote events, sell products, market applications, next-generation PR deployment, this unique guide is the best resource on the platform pay-per-click advertising by Facebook. With smart solutions, unprecedented tricks and little-known tips for winning ads on Facebook, this is a must-have part of the online marketer's bookshelf. Facebook's genius is the core features that reflect the kinds of social activities people often share with each other. The word viral is often applied to social media phenomenon. Facebook is the epitome of online computing in which applications facilitate and amplify compelling behaviors that people engage in physical life. People like to send photos to families, approach to make new friends, contribute to important daily discussions, discover common interests and share important content with individuals and social groups. (Weintraub, 2011). The power of Facebook's core features is that they reveal tons of information about users but in the end, only Facebook knows all aspects of them. Facebook's activities show up at the corners of the algorithm aimed at boosting Facebook ads. If users do not want to be targeted by Facebook advertisers, just close their account. (Weintraub, 2011).

Facebook shows its great performance every year and grows rapidly. It is becoming more and more professional tool for all marketers around the world, which contains a huge amount of information about users and their behavior, sales statistics, brand identity and popularity, etc. Facebook offers a new model to advertise and attract consumers. Social networking sites in general, currently occupy one of the five online ads that attract many viewers. Because top social media sites may offer higher reach and frequency than other target segments, but with completely low costs, it seems that some advertisers want to use social networking sites as a means of new advertising distribution. (Curran, Graham, & Temple, 2011)

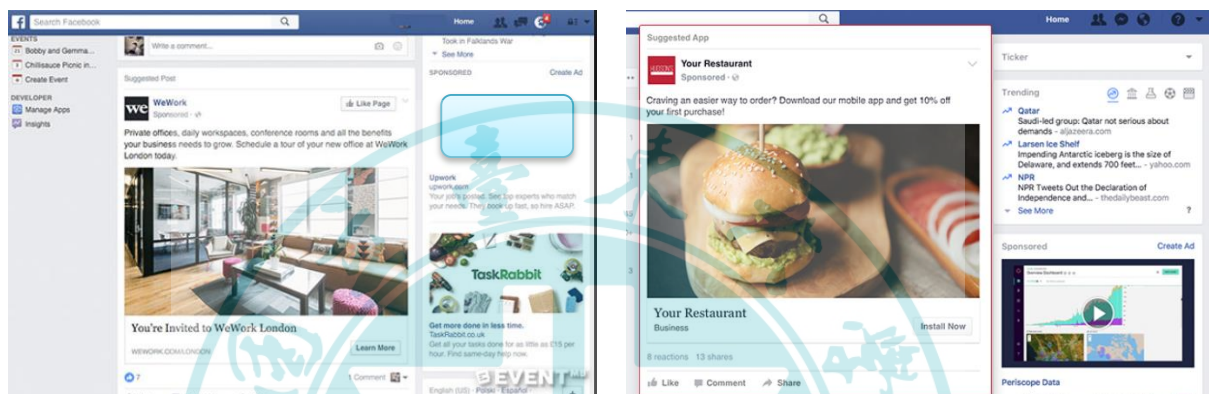


Figure 4.1 Facebook Advertising

## 4.2. Hashtag

In the technology world, hashtag is a word (or a series of consecutive characters) placed after the # sign. People also call the hashtag is hash symbol and this is a form of metadata (data used to describe another data - data about data). On July 1, 2009, Twitter started embedding hyperlinks in all hashtags to show search results from recent posts that have that hashtag attached. It can also search by individual phrases and write in a normal format, not a # sign, as long as the letters are written in the correct order in the tag. By 2009, Twitter officially introduced the "Trending Topics" feature to display the hashtag that many or many people are interested in. "Hashtag phenomenon" has been used a lot for advertising, promotion or consumer thinking. Most large companies are focused on a number of hashtag that make it easy for customers to reach the company (through those hashtag). For example, in the tweet about Xbox, Microsoft often attaches the #Xbox or #XboxLive tag. Alternatively, when introducing Windows 10, they will use #Windows, # Windows10 tags.

The Hashtag is no longer just a tool to link new posts, but it has become a brand identity. We can now see the hashtag appearing a lot on social networks like Twitter, Instagram, Google+, Tumblr and Facebook. All hashtags are not registered or controlled by any user / group of users.

It also never gets "retired", it means a hashtag can exist forever as long as people accept to use it and still have that phrase in everyday life. The hashtag also does not accompany any comment. Therefore, a hashtag can be used freely for many different purposes depending on the intent of the user. Each post on enterprise A's facebook page contains the familiar hashtag phrases that help people find us more easily.



Figure 4.2 Hashtag in Enterprise A's post

### 4.3. Facebook Business Manager

Facebook Business, also known as enterprise management, is an area dedicated to admin can manage businesses and marketing activities of their units on Facebook. Facebook launched Business Manager to help companies manage and organize their Facebook Page and advertising accounts without being tied to just one personal account. (Shaun Elley, 2016). Facebook's business manager keeps an entrepreneur fully focused on work, because it provides all the tools



needed to run ads, set audiences, view statistics and reach results. OK. In addition, a Business Manager user will not be distracted by a personal Facebook newsfeed because it is totally separate. Individual and business accounts work independently, it is important to look inside the platform and understand concisely how it works.

#### **4.4. Facebook Pixel**

Facebook pixel is a function that helps track conversions from Facebook ads, build the right audience based on the resulting advertising results, optimize different advertising, redirect to potential customers who have visited the web and have taken action. This platform can be a great tool for young businesses to analyze what they are doing right or wrong. The collected statistics show everything that proves the action has been taken. The important thing to mention is that although the parameters still have a bit of incomplete problems, they make Facebook advertising much more effective. In addition, it helps to better understand how Facebook ads are working. In general, an entrepreneur can make his message much more effective, resulting in a better return later (Casandra Campbell, 2018). Facebook Pixel has been updated again in 2017 to help advertise on Facebook easily, effectively and achieve more tracking, such as button click activity and page metadata. (Casandra Campbell, 2018)

The main function is provided by Facebook Pixel and can help get a better return on investment than a custom audience from Custom Conversions (Casandra Campbell, 2018). Custom objects from a website help determine how Facebook helps target the main visitors to the site. It tracks the movement of any visitor on a given website and also logs in to a Facebook account. It records which pages on this page they see, which pages they don't and when they visit. (Casandra Campbell, 2018). Just to be clear, when advertising on Facebook, it is not possible to choose specific site visitors and advertise them. Instead, an administrator can advertise user groups based on shared behavior. Some examples:

- People who have visited a website in the past 24 hours
- People who have visited a site in the past 180 days, but have not returned within 30 days
- People who have visited a specific page on a website (Casandra Campbell, 2018)

#### **4.5. 5A Model Application**

With the desire to develop a good marketing campaign through updated data from GA for the website and facebook fanpage, the 5A model below will detail the process that micro - enterprise A is implementing its marketing plan. The current enterprise A fan page has reached

1,500 followers with consistent interactions, which is a good number for small businesses such as enterprise A. In parallel, 2019 will be a year of enterprise A to effect more activities with Facebook ads, with the expectation that a large number of new customers will come to enterprise A, contribute to expand the enterprise A community. The plan has been set and the first two months of 2019 will be the right time to do so.

Table 4.1 5A model application for enterprise A

<b>Aware</b>	Customers have few information about enterprise A, except existing customers.
<b>Appeal</b>	Through GA data that we already put into enterprise A website before will show us that customers have interested in which page/products.  At the same time, we put facebook pixel code into enterprise A website.
<b>Ask</b>	Based on the user data sent to Facebook from Facebook pixel, Facebook Ads will suggest each specific marketing campaign.
<b>Act</b>	In this period, we run the facebook advertising so that potential customers will identify enterprise A fanpage.
<b>Advocate</b>	In this section, we got both existing and potential customers

➤ **Stage 1: Aware - Identify needs**

This is the first stage in customers' purchase of 5A. When consumers have any problems that arise in their lives, they will find solution to solve it. Therefore, at this stage, consumers will be exposed to brands, with advertisements, or even passively by family, friends or influencer.

➤ **Stage 2: Appeal - Attention**

After receiving passive brand information, among all those brands, consumers will only pay attention to which brands make them strong impressions. The brand selection of consumers is affected by the impact of the surrounding community. We have started several advertising campaigns to attract the attention of customers like Figure, because this is the first stage so the

special content on fb fan page of enterprise A are chosen. Figure 4.3 + 4.4 is the result we obtained.

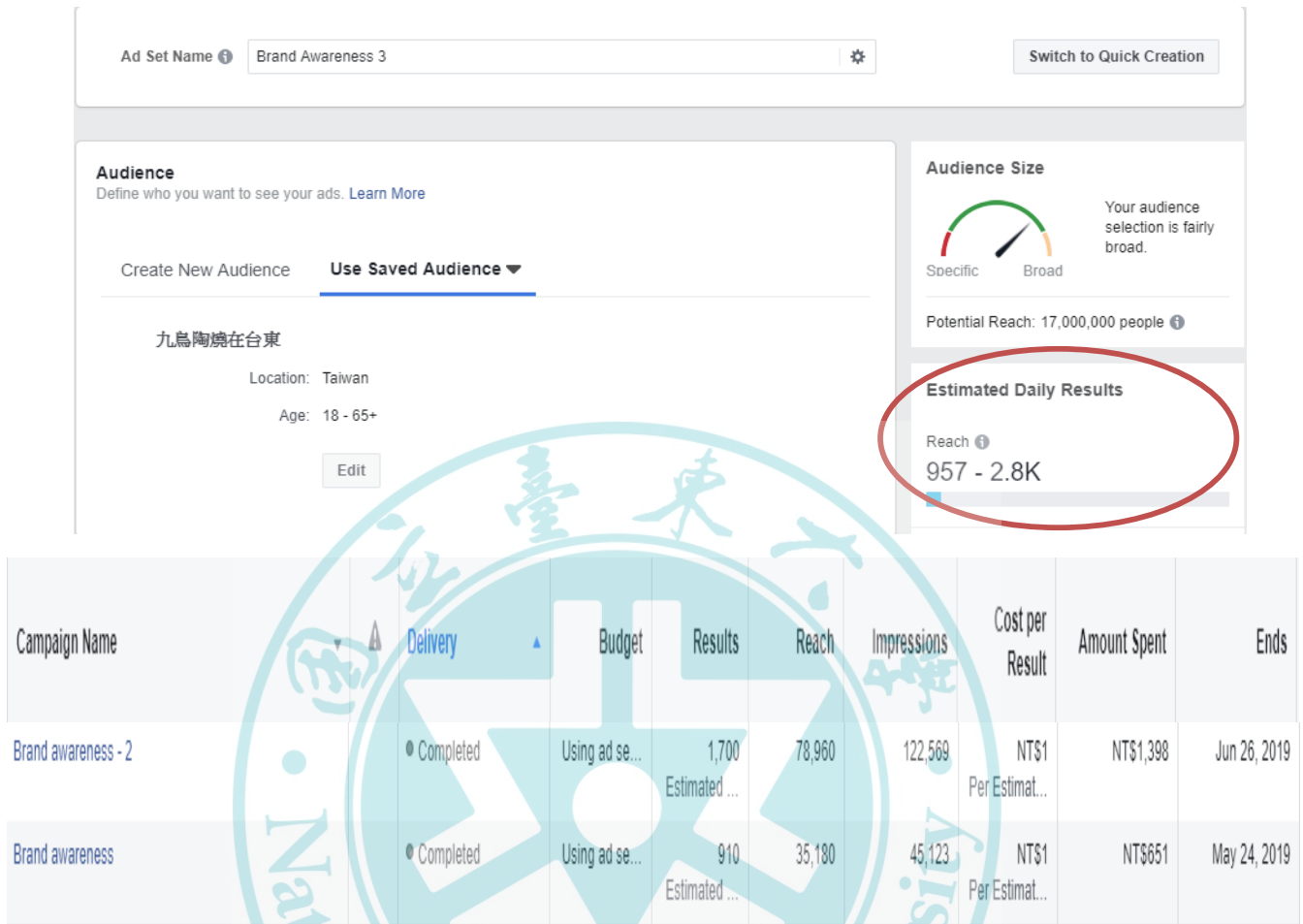


Figure 4.3 Facebook Ads (Brand Awareness)

We choose a campaign called 'Brand Awareness' to do first, aiming to get the attention of people who do not know about enterprise A. Our commercials will randomly appear when they surf facebook. The content of the ads we temporarily used was the post that the business shared on facebook fan page, and the results returned from Facebook as shown in Figure 4.3 made us quite satisfied.

### Identity

Facebook Page

Your Facebook Page or Instagram account represents your business in ads. You can also [Create a Facebook Page](#)

九鳥陶燒在台東

Instagram Account

Select an Instagram account to represent your business in your Instagram ad. Instagram ad will use the Facebook Page name and profile picture, as well as details like the description and number of followers. Manage your available Instagram accounts in [Business Manager](#).

Use selected Page

Create Ad **Use Existing Post**

Facebook Post

梅雨鋒面過境...燒窯工作照樣進行...

Enter Post ID

Your Instagram ad will render Facebook mentions as regular text.

### Identity

Facebook Page

Your Facebook Page or Instagram account represents your business in ads. You can also [Create a Facebook Page](#)

九鳥陶燒在台東

Instagram Account

Select an Instagram account to represent your business in your Instagram ad. Instagram ad will use the Facebook Page name and profile picture, as well as details like the description and number of followers. Manage your available Instagram accounts in [Business Manager](#).

Use selected Page

Create Ad **Use Existing Post**

Facebook Post

作品欣賞-柴燒花器

Enter Post ID

Your Instagram ad will render Facebook mentions as regular text.

九鳥陶燒在台東  
Sponsored ·

梅雨鋒面過境...燒窯工作照樣進行中  
慢慢等、慢慢加柴、慢慢升溫中

-----\*-----\*

九鳥陶燒工作室  
台東縣卑南鄉初鹿村新班鳩42號  
(089)570550或是0932582058  
※有陶藝DIY課程，須提前預訂，歡迎個人及團體預約

#九鳥陶燒 #九鳥 #台東陶燒 #台東柴燒 #陶燒 #  
窯藝 #柴燒 #陶藝 #Taiwanpottery  
#taitungpottery #pottery #WoodFiringPottery

See Translation



九鳥陶燒在台東  
Sponsored ·

作品欣賞-柴燒花器

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九鳥陶燒工作室  
台東縣卑南鄉初鹿村新班鳩42號  
(089)570550或是0932582058  
※有陶藝DIY課程，須提前預訂，歡迎個人及團體預約

#九鳥陶燒 #九鳥 #台東陶燒 #台東柴燒 #陶燒 #  
窯藝 #柴燒 #陶藝 #Taiwanpottery  
#taitungpottery #pottery #WoodFiringPottery

See Translation



Figure 4.4 Marketing campaign “Brand awareness”

### ➤ Stage 3: Ask – Find out

This is the period when consumers start to actively explore information about the brand they have memorized at stage 2. They can search for information by going through the media, family, and friends or even from the brand itself. Therefore, the marketing campaign called



"Traffic" was born, in this part, we focus a lot on advertising the website of enterprise A, and customers can easily access our website with just one click on the advertisement.



Figure 4.5 Marketing campaign "Traffic"

#### ➤ Stage 4: Action - Action

After the inquiry period, consumers will make a purchase decision. However, this period does not stop there but also relates to the process of using products and after-sales services.

#### ➤ Stage 5: Advocate - Support

The final stage in the customer's journey to buy 5A model is support. It is reflected in consumers' loyalty to that brand and introduction, sharing with friends and relatives using the product. A special thing in the 5A model shopping process is that consumers do not have to perform gradually but they can burn the stage, this creates very high flexibility. Maybe after knowing the brand through the introduction and evaluation of the community, consumers will actively buy products without asking for more opinions from others. Table 4.2 and 4.3 below are an overview of the 8 weeks advertising that we will implement in this July, which is all information related to business A that we have selected to help customers have a better understanding of products as well as core values of business A.

Table 4.2 Marketing plan content (July 1-July 31)

Time	2019/7/1-7/7	2019/7/8-7/14	2019/7/15-7/21	2019/7/22-7/28
<b>Strategy</b>	Stimulates the understanding about enterprise A of the current customer group	Why is pottery art?	Push up more information about enterprise A	Continuing the series of enterprise A story
<b>Method</b>	Update the image of the product, about enterprise A master, the story of the traditional culture protector	Update the pictures and videos on the 1st step in the process of making a product	Update the image and video on the second step in the process of making a product + an animated clip about its story	Update photos and videos on the third step in the process of making a product + an animated clip about its story
<b>Earned Media</b>	Word of mouth communication	Word of mouth communication	Information about related works is frequently sent to the fan community	Pottery and applications in daily lives
<b>Paid Media</b>	CPM	CPM	CPC	There is another animated clip in the official website
<b>Purpose</b>	Let people pay attention to the information we want to convey	Let people pay attention to the information we want to convey, starting with	Let people feel, understand more about the product as well	Let customers can identify the enterprise A website

		curiosity about enterprise A	as the meaning behind.	
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Table 4.3 Marketing plan content (August 1-August 31)

Time		2019/8/1-8/7	2019/8/8-8/14	2019/8/15-8/21	2019/8/22-8/28
<b>Strategy</b>		The outlook on life in every enterprise A product	Continuing on last week's topic, enterprise A deserves a cultural heritage	Introduce more about the surroundings of enterprise A	Introduce other activities of enterprise A
<b>Method</b>		Update the photos and videos about the fourth step in the process of making a product	Update images of fire control during pottery firing to get a perfect finish	Update the pictures, the scene of enterprise A surrounding	Provides the information of enterprise A exhibitions
<b>Earned Media</b>		Introduction of wood for burning, including harmful vines to plants (Mikania Micrantha)	Artisans often go to prison to teach the skills of making pottery to prisoners, wishing to bring them into enterprise A,	More about the vegetation surrounding the enterprise A, Balaam Cultural Ruins	Word of mouth information

			creating new works.		
<b>Paid Media</b>				DIY at enterprise A Experience the culture, blend in with nature at enterprise A	On the enterprise A website also posted posters
<b>Purpose</b>		Delivering the message of forest protection, environment protection to the community	Showing the belief of society for those who want to reconstruct their life	Let fans not only feel the story of the work, but also enjoy the beauty of the natural environment.	Let fans enjoy the most original, exquisite works from enterprise A



## **Chapter 5. Demonstration and Evaluation**

Enterprise A has a clear understanding of capabilities, budgets and strategies that can produce a spectacular result, although it is small and has financially constrained. Competition is extremely large. A clear understanding of a potential customer is truly the greatest advantage of every business. In this issue, Facebook Pixel data helps analyze what customers want, how much time they spend on the site, etc. Using all the tools are provided by Fb Business Manager can be a valuable experience and development for companies. The successful results of Facebook advertising and their strategy demonstrate that even small businesses with limited budgets can get both favourable performance and new customers in just a few days.

Pottery business is highly competitive. It is hard to attract and create something new to surprise potential customers. There are a large number of artists who make pottery themselves and sell it using different platforms, such as a private web store or social media. Enterprise A has created a Facebook fanpage for this brand and helped to process ads. The owner knew from the beginning that this page only operated Facebook Manager and all other functions that Facebook provided to the business. Facebook always needs a page to install Enterprise Manager that opens a lot of different features. Before implementing promotions, it is important to determine which target audience will be used and what types of ads will attract them. Considering all the previously mentioned thoughts, the owner decided to create an image of this brand and approach it through advertisements with Facebook Ad Manager.

One of the most important and necessary issue in successful promotion is to set clear goals. Facebook provides an almost perfect tool for marketing because this social media website is launched as a place where people share their personal information like age, occupation, place of living, etc. so it has grown into a global network of users who provide all relevant information about themselves to marketers. Ad manager is the correct consequence that appears after selecting an object. Facebook Pixel is a great tool for entrepreneurs with a website, it allows them to control and monitor everything that happens there. How many users have a website every day? How many visitors came back yesterday? Moreover, many other questions can be answered with this feature.

### **5.1. Google Analytics result (Aware to Appeal)**

Letting customers know our brand to how to attract them, it is not easy for enterprise A to get because making pottery is a traditional business, besides implementing the advertising, we use Google Analytics tool to collect, analyze data about how much the customer is interested in our products, what do they look for on our website. Behaviour reports (figure 5.3) include

all information about the content of each page, the speed and the time of page load, the response of visitors to the website. From there, we will have better content or technical improvement plans for website to create more experiences that are interesting for customers and increase conversion rates.

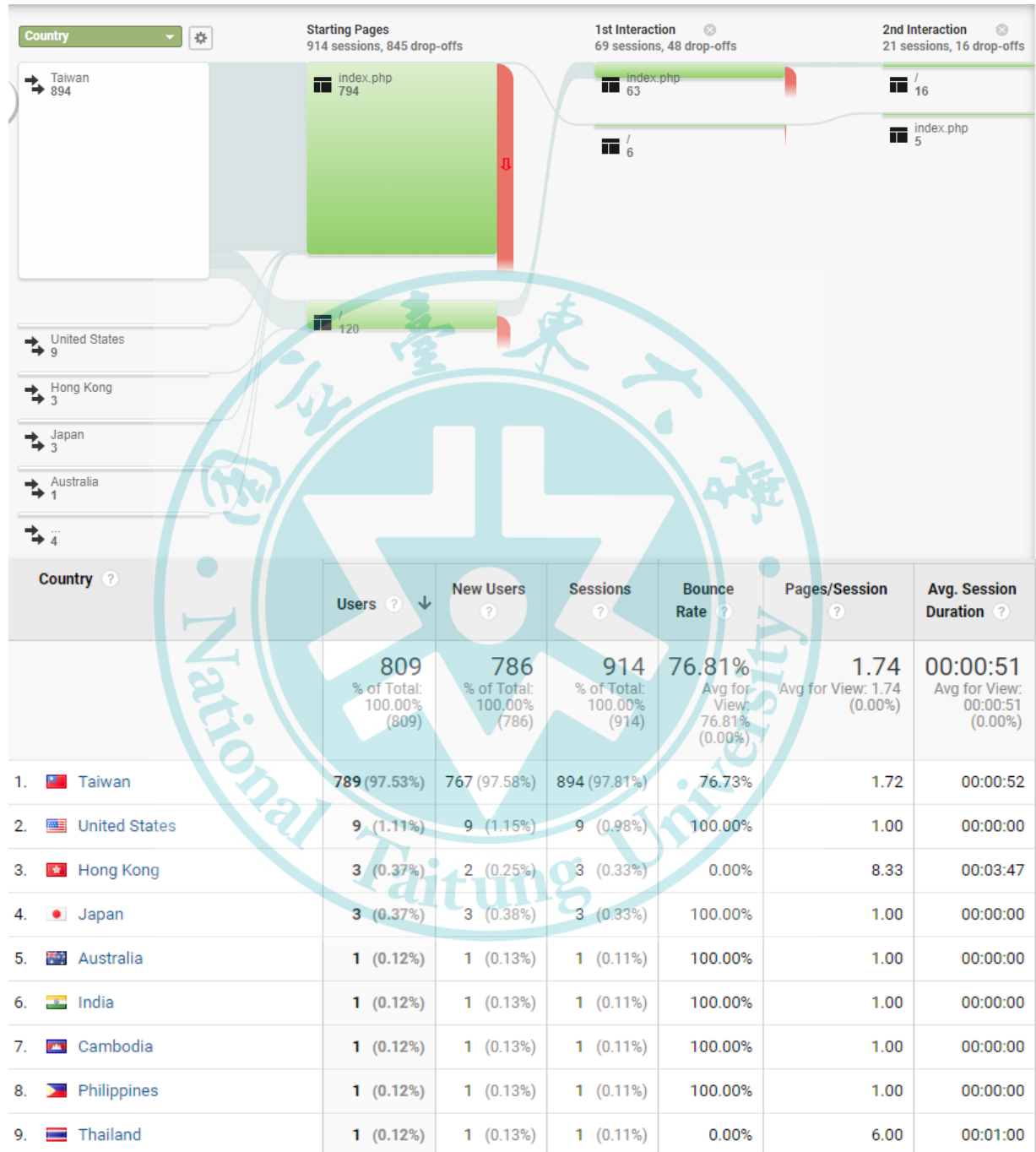


Figure 5.2 Aware to Appeal (5A model)

Obviously, letting customers recognize enterprise A through advertising on facebook partly had a clear result, the post on facebook does not contain the ‘huge’ content, it is merely the things are happening every day at enterprise A, we bring to our customers the rustic images of business A. Figure 5.2 is a report on the geographical area of users who visit website as well as Facebook fan page of enterprise A.

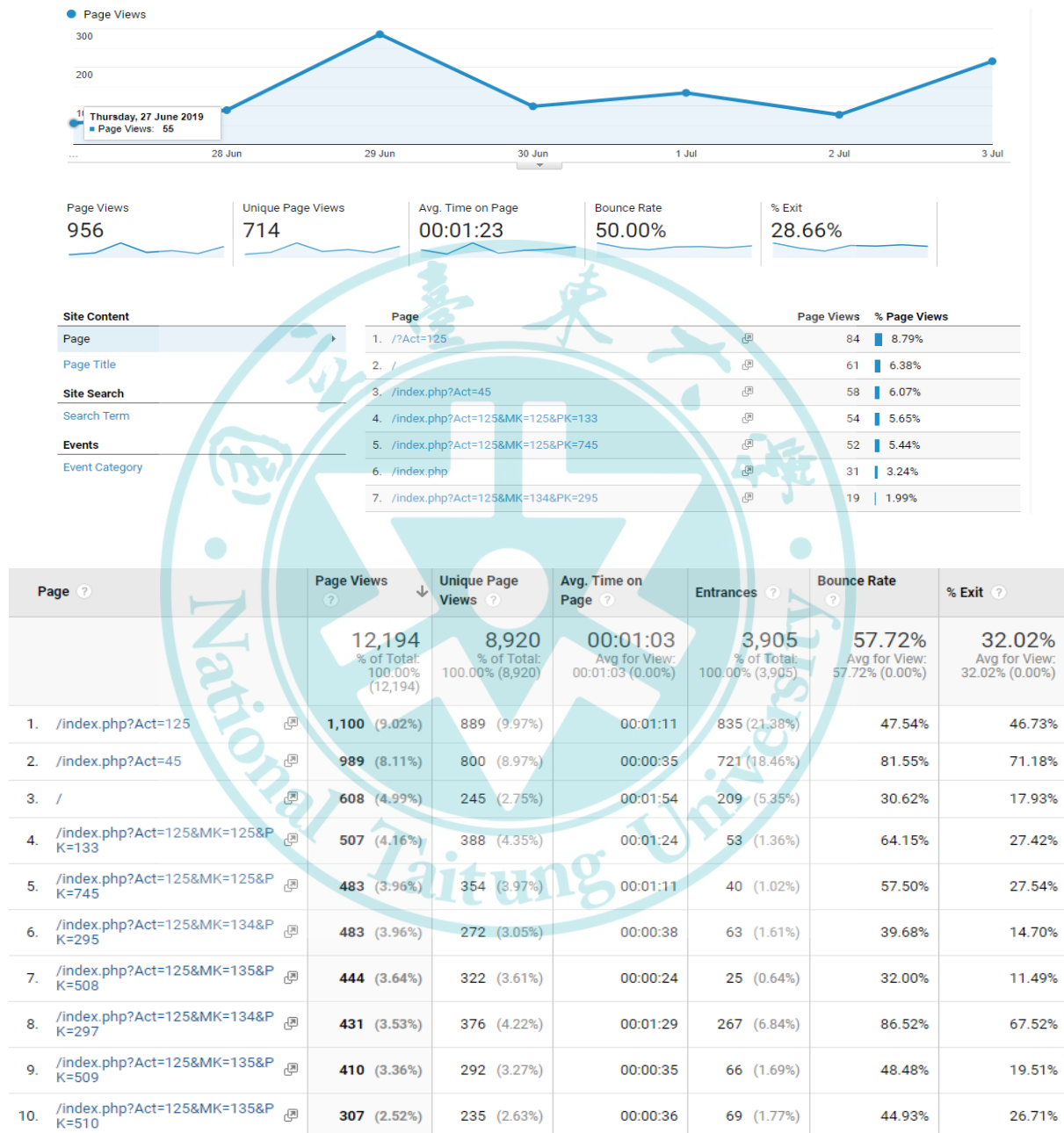


Figure 5.3 Google Analytics report (Behaviour)

## 5.2. Facebook Pixel dashboard

Marketing is based on a market that markets and customer trend are constantly fluctuating. Therefore, there are marketing campaigns are very effective at this time but fail at

other times. According to (Roy & Sarddar, 2017), digital marketing is replacing traditional marketing. Looking back on the changes of the media, since the first advertising media launched such as TV, radio to social networking platforms on the Internet, we can see how to communicate and transmit messages through each period has changed and adjusted to suit the user's behavior. Marketing therefore also translates from the traditional form: TV ads, billboards, panels, posters, or store display products to digital marketing. Now, businesses can find many solutions to receive customers through many channels such as website, email, mobile or social network, etc. Many new marketing tools appear to mean accessibility to the higher the customer, the stronger the spreading message and the higher the level of interaction between the marketer and the customer. The foundation of digital marketing is data. The data reflects and provides a direct view of the relationship between marketing channels of businesses. These customer data also help marketers understand potential customers' trends and behaviors to offer marketing activities that are suitable for them at different stages of the buyer's journey.



Figure 5.4 Facebook Pixel data in Feb 2019



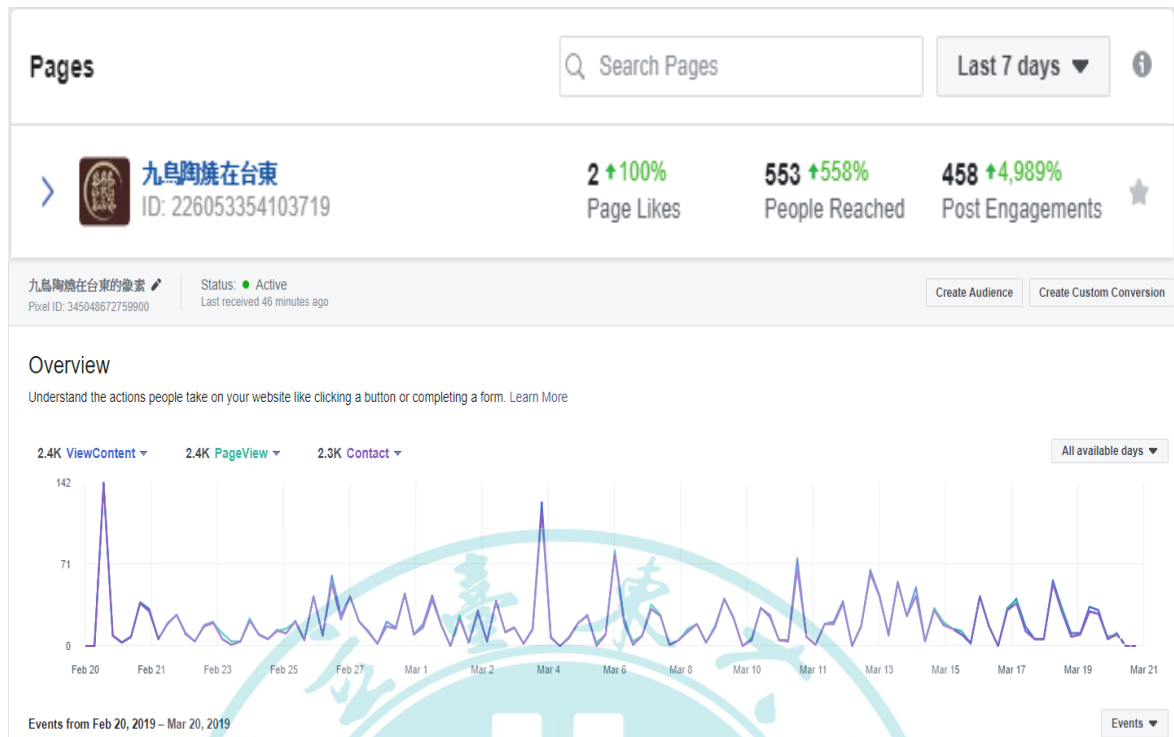


Figure 5.5 Facebook Pixel data in Mar 2019

Figure 5.4 and Figure 5.5 above are show the data that we received after a period using Facebook Pixel to understand the activities of customers on the website of enterprise A, thereby implementing direct advertising campaigns. Accordingly, in the end of February to the end of March, there were more than 5000 visitors interested in the fanpage of the business as the number of visitors gradually increases near 3000 in the middle of April, with the approach of customers from Facebook, we are completely satisfied with this growth, the amount of customer interaction for the posts is good. This is the preliminary result of the first steps of development, the numbers consecutively up and down, that is the key for us to study the design of advertising campaigns in the future to reach more customers. Thanks to the tools that help us collect, edit and analyze data like GA, Fb Pixel, we have started discussing the advertising options that customers are expecting.

### 5.3. Facebook Advertising result (Appeal to Ask)

Figure 5.6 below shows the six advertising campaigns that we have applied to enterprise A, along with the parameters that the campaign collected, namely post engagement, page likes, frequency, etc. In addition, CTR - Click through Rate: The indicator measures the interest of the ad. CTR can be said to be a popular index in every online advertising tool that an advertiser has to be. This indicator shows the two factors that are important: the impression

(impression) and the number of clicks (clicks) on the ad in any campaign. The CTR index shows us only one factor that is the attractiveness of the target audience with advertising.

	Campaign Name	is	Cost per Result	Amount Spent	Ends	Frequency	Unique Link Clicks	Estimated Ad Recall Lift Rate	Landing Page Views	Link Clicks
<input checked="" type="checkbox"/>	Traffic website	—	— Per Link Click	NT\$0	Jul 13, 2019	—	—	—	—	—
<input checked="" type="checkbox"/>	[06/29/2019] Promoting 九島陶燒在台東	25	NT\$8 Per Page Like	NT\$137	Jul 9, 2019	1.15	—	—	—	—
<input checked="" type="checkbox"/>	Traffic	30	— Per Landing ...	NT\$1,999	Jun 27, 2019	2.00	103	—	—	107
<input checked="" type="checkbox"/>	Engagement	37	NT\$1 Per Post Eng...	NT\$1,963	Jun 27, 2019	1.41	—	8.30%	—	—
<input checked="" type="checkbox"/>	Brand awareness - 2	39	NT\$1 Per Estimate...	NT\$1,398	Jun 26, 2019	1.55	36	2.15%	—	37
<input type="checkbox"/>	Brand awareness	23	NT\$1 Per Estimate...	NT\$651	May 24, 2019	1.28	—	2.59%	—	—
Results from 6 campaigns ⓘ		34 Total	—	NT\$6,148 Total Spent		1.60 Per Person	139 Total	—	— Total	144 Total

	Campaign Name	Delivery	Budget	Results	Reach	Impressions
<input checked="" type="checkbox"/>	Traffic website	● Active	Using ad...	Link Click	—	—
<input checked="" type="checkbox"/>	[06/29/2019] Promoting 九島陶燒在台東	● Active	Using ad...	18 Page Likes	632	725
<input checked="" type="checkbox"/>	Traffic	● Recently Completed	NT\$200 Daily	— Landing ...	8,598	17,160
<input checked="" type="checkbox"/>	Engagement	● Recently Completed	Using ad...	2,167 Post Eng...	15,912	22,407
<input checked="" type="checkbox"/>	Brand awareness - 2	● Recently Completed	Using ad...	1,700 Estimate...	78,960	122,569
<input type="checkbox"/>	Brand awareness	● Inactive	Using ad...	910 Estimate...	35,180	45,123
Results from 6 campaigns ⓘ				—	129,885 People	207,984 Total

	Campaign Name	Estimated Recall Rate	Landing Page Views	Link Clicks	Cost per Landing Page View	CTR (All)	Page Engagement	Page Likes	Post Engagement	Post Reactions
<input checked="" type="checkbox"/>	Traffic website	—	—	—	—	—	—	—	—	—
<input checked="" type="checkbox"/>	[06/29/2019] Promoting 九島陶燒在台東	—	—	—	—	3.31%	23	18	5	5
<input checked="" type="checkbox"/>	Traffic	—	—	107	—	0.76%	130	—	131	23
<input checked="" type="checkbox"/>	Engagement	0%	—	—	—	9.02%	2,164	—	2,167	921
<input checked="" type="checkbox"/>	Brand awareness - 2	5%	—	37	—	0.11%	95	—	95	10
<input type="checkbox"/>	Brand awareness	9%	—	—	—	0.21%	47	—	47	11
Results from 6 campaigns ⓘ		—	— Total	144 Total	— Per Action	1.16% Per Impr...	2,459 Total	18 Total	2,445 Total	970 Total

Figure 5.6 Facebook Advertising result





Figure 5.8 Appeal to Ask (5A model)

In Figure 5.7 we highlighted some points, first is the tab 'Inbox' on our Fb fanpage, it recently always fulfilled by messages of customers when we start marketing campaigns; second thing is the difference between normal posts and promoted ones, the effect from facebook ads is so beneficial. When customers were impressed with the products of enterprise A, they started searching for information about us. The posts on our facebook page have attracted a new customer base thanks to the advertising campaign we have implemented, Figure 5.8 above is the messages that customers have sent to business A, they asked a lot about the products, they know the business because they fortuitously see our advertisement appear on their facebook page.

#### 5.4. Ask to Act

What does the action mean? When it came to the 'Act' phase in 5A model, it also meant that we were trusted by the customer after a whole process of inquiry. In theory, this stage will be the stage when customers agree to buy product of enterprise A, but besides that, we also need to 'Act', meaning that enterprise A is not merely selling products for customers, we also sell services such as after-sales service, customer care, shipping services, discount/voucher for customers, etc. This is the real value of the period 'Act' in 5A model.





Figure 5.9 Ask to Act (5A model)



Figure 5.10 Ask to Act (Add to Cart)

AddToCart is one of the tags that contains the content that businesses use when installing Facebook Pixel, simply because this is the place to store data about customer buying behavior. Why not 'Buy It Now' but 'Add to Cart'?

**Add to Cart:** With this button, the customer means to add 1 item to the cart and not buy it immediately but can continue shopping and buy it once. Moreover, if you do not want to buy, then the psychology of customers with this button simply does not affect, they can return without buying at any time.

**Buy it Now:** With this button, customers will understand that once they click, they will come to the payment page and make payment immediately, this makes them quite afraid when clicking.

Thus with 177 clicks on June 29, as shown in Figure 5.10, it doesn't mean that 177 products have been sold, though, we're also excited with the data for this day. more and more customers know about business A, trust and want to own our products.

## 5.5. Act to Advocate

Through a period of interaction, engagement with enterprise A, customers will form a sense of loyalty, support the brand reflected through the continued purchase of products and introduction to others. Just as we are always excited when we successfully organize DIY study sessions for everyone, especially small children. Schools are always associated with us to conduct discovery tours and to learn about pottery making for students. In addition to having fun, making a few small and beautiful products for themselves, we always want to let children understand more about their traditional industries.



Figure 5.11 Act to Advocate (5A model)



## Chapter 6. Discussion and Conclusion

### 6.1. Discussion

Social Media is a new style of communication on the platform of online services with the aim of focusing the valuable information of participants. For businesses, Social Media creates more impact on business operations, especially in the way of communication. If the news comes out and is consistent with the interest of users, they will spread that information. In particular, from the person receiving the information, they will trust information from friends rather than traditional media sources such as newspapers and advertisements. Therefore, Social Media can help businesses improve the value and authenticity of the information resource introduced. Information channels using Social Media will also create customer friendliness, improve the effectiveness of customer services. Especially, with easy communication and information exchange, businesses can also take care of and create relationships with customers very conveniently, bringing all information to customers in the fastest way. Moreover, Social Media is the focus of multimedia creation, easily hitting the tastes and psychology of even the most demanding customers.

Back to Chapter 1, the author has given three questions and it seems that the answer has been presented throughout the rest of the chapters. The first question is about enterprise A introducing products to customers, we use social media platform to reach the most customers. Therefore, website and facebook fanpage of enterprise A are set up. In terms of website, since the new platform has been developed for the last 2 years for the purpose of running data and analyzing the market, there are content and functions that are not satisfied by us but after running GA tool to analyze customer data, we have also reach more improvements; Next is about facebook fanpage, based on the features of facebook, we have implemented nearly 10 advertising campaigns, attracting a large number of new customers for enterprise A. Question 2 is about suitable ads for enterprise A. In the short term, we still choose to promote the advertising of products through facebook fanpage because until now, the number of facebook users is still the highest and we do not cover the fact that new customers have come to business A mostly thanks to the fact that they have seen our ads appear on facebook, through the Facebook page, customers find out the website. In the future we hope to be able to carry out larger advertising campaigns through tools like SEO, Google Adwords.

Question 3 is about how to "keep" customers. Enterprise A specializes in making pottery and obviously the products are created with the style of artisans, not following the trend of modernization, each pottery brand has its own unique characteristics so we believe that customers come to business A is partly attracted by the unique characteristics that only our

products have. In chapter 4 we have mentioned the advertising on FB but due to time and human issues, now we still review and analyze the data, advertising campaigns on Fb will be deployed in July 2019. This paper is that we stand on the A's position to have a non-competitive or industrialized view following the trend of the era but sticking to the spirit of the ceramic artisans who desire to preserve and spread the ancient cultural traditions of the nation, it's a traditional business, so the value they choose here is not about the revenue or profit, but the meaning behind every product they make.

Customers come to business A to immerse themselves in the scenery of the mountains, to listen to the story of pottery, to feel the blend of traditional beauty and modernity on each product, it is already a success for us. In the era of smartphones and industrial toys today, spreading the old values to young people is not really easy, it can be seen that the majority of enterprise A's customers are in middle-aged, young people are about 5% so with the desire to diversify customers, we have asked for the help of social media. Traditional beauty and modern culture are grow together. The content of Chapter 5 is the process of researching, analyzing data, applying 5A model to enterprise A, but we only stop at step 4 in the model, and step 5 is 'Advocate' the author will mention in the next research paper.

Published	Post	Type	Targeting	Reach	Engagement	Promote
07/27/2019 4:01 PM	 「過去-現在-未來-原住民陶藝傳承計畫」學員招募中 為了提供原住民傳統			504	44 37	<a href="#">Boost Post</a>
07/25/2019 1:05 PM	 這篇文章內文提到：「動動手，讓泥土給身心最直接的回饋，陶藝愛好者			640	40 40	<a href="#">Boost Post</a>
07/21/2019 11:11 AM	 東大謝明哲教授是九鳥產學合作最重要的推手……（這次帶領菲律賓遠東			438	63 61	<a href="#">Boost Post</a>
07/19/2019 5:14 PM	 最近有好多朋友詢問貓頭鷹的作品，詢問之下才知道貓頭鷹的日文はくろ			350	7 33	<a href="#">Boost Post</a>
07/13/2019 3:02 PM	 天氣好熱啊，連貓頭鷹都被曬到臉紅紅了 😊☀️ 暑假到了歡迎來九鳥玩，			438	33 42	<a href="#">Boost Post</a>
07/02/2019 2:58 PM	 快樂的小朋友（瑪利德爾基金會）			14.4K	595 2.5K	<a href="#">Boost Post</a>
06/22/2019 9:41 PM	 有時候柴燒的作品會出現如金屬般的光彩，這樣的作品美得讓人捨不得將			440	11 51	<a href="#">Boost Post</a>
06/19/2019 4:05 PM	 為了服務不同使用者，九鳥也有IG了，歡迎追蹤！點這裡去追蹤：			457	19 44	<a href="#">Boost Post</a>
06/12/2019 4:54 PM	 九鳥陶燒在台東 updated their website address.			346	3 27	<a href="#">Boost Post</a>
06/12/2019 4:53 PM	 前日救國團主任與台東團委會總幹事前來九鳥採訪，由黃老師介紹九鳥			15.6K	1.4K 616	<a href="#">Boost Post</a>

Figure 6.1 Customers Engagement

In this topic, the author focuses on 'customers engagement', meaning that customers interact with business A as well as share experiences, raise ideas after a follow-up process, find



out information, use our ceramic products. Figure 6.1 above is the customer engagement index obtained on each post of enterprise A on facebook fanpage. The data obtained is quite a distant difference between the posts that are advertised and the remaining posts. Similar to the journey of a customer coming to a product, 5A model is a simple description of the corresponding process and behavior that the customer has experienced since learning about enterprise A (Aware), impressed (Appeal), learn (Ask), decide to buy (Act) and eventually stick as well as introduce the brand to others (Advocate). Each different generation of customers will have different shopping and consumption trends. In the 4.0 era, the customer buying process was changed by the Z generation and connected consumers. Generation Z are people who were born in around 1995-2012. This is the generation that was born in the technological age, especially the development of smart mobile devices, smart phone applications and social networks. Therefore, the phone will be essential for this generation. Hence, every desire to purchase will be generated immediately in the process of using smartphones so businesses must really take advantage of the opportunity.

In the Gen Z, their purchases are also deeply influenced by reviews from relatives, friends, and influencers. However, a new study by Ernst & Young pointed out that as many as 58% of the Gen Z want to experience real life instead of online experience, they want to go to the store to buy goods. Unlike the Gen Z, "Connected consumers" are a broader set and grow very fast. They are technology savvy people and rely on IT to buy goods: they learn about product information, reviews of people on websites, social networking sites through technology and they also make purchases in both real stores and online shopping sites. Taking as much information as that make enterprise A is more confident in every step of its own, as seen by the impressive numbers that we have achieved such as the number of users visiting our website as well as our fanpage increased in just a few months, interactions and customer feedback have also been more. The study is only conducted in a micro-enterprise in Taiwan, so the further research is needed to enhance its applicability in various environmental settings. Taiwan has many traditional villages, many small businesses, we will connect these businesses into a marketing chain based on knowledge of 5A model as well as knowledge of advertising through social networks to help them have a strong development direction, contributing to preserving traditional culture and promoting the economic growth.

## **6.2. Conclusion and Limitations**

In the marketing context, your relationship with customers usually starts at the time of installing the application, registering or buying for the first time. For some brands, the customer relationship starts from the time the site visitor. Regardless of your approach, those

relationships require active and nurturing management to keep customers around. The process of actively building, nurturing and managing customer relationships is called customer engagement. The point of customer engagement is to promote customer loyalty and increase the lifetime value of each customer. It talks about keeping them and leading them on their journey to loyalty and mission. A long-term customer engagement strategy is needed to motivate customers to complete the main actions that affect your business and it all begins with understanding your customers.

The foundation of your strategy to attract customers is their customers and their behavior, demographics and interests. However, this period may take time to become proficient, because you most likely need to find out how customers use your application or website before developing campaigns to boost the engagement. Because the subject of the study that the author choose is a micro-enterprise, in addition, this is an enterprise oriented towards the traditional industry and with limited research time so the author pushed the last step in 5A model is 'Advocate' into the next research article, which is a logical whole. The fact that free analytics tools such as GA or Facebook Pixel have helped small businesses easily collect data so that they can capture customers' psychology, preferences and then Businesses are willing to map reasonable marketing strategies to reach customers. And thanks to these are free tools, it also helps enterprise A as well as author to save the amount of money but still get the results we want.

Through this paper, the author found that there are relative limitations as follows. The first is about Enterprise A, although it has been developing for nearly 20 years but business mainly approach customers through 'word of mouth marketing' from old customers to new ones, enterprise A have access to promotional tools is quite late, the world trend changes almost every day so it is inevitable that updating information. The second thing is that our budget is limited so for larger forms of advertising, we still need more time to study. The third point is that the website of the enterprise updating the product is somewhat delayed because we have a time for website maintenance, in the near future, we need to discuss more about the re-design. the website to make customers more accessible to the products they love and interact with us will be more easier. In doing research on the traditional industries of a country, the author also had to face many difficulties such as cultural differences, languages on the side of being a foreign student. Besides, the author also received many advantages such as the discovery of new knowledge, come and listen to their stories, and concerns about how to preserve traditional industries. And all above is trusted and supported by the enterprise to carry out advertising activities to help promote the development of the business as well as the research is successfully completed.

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[- %E3%80%90%E5%8D%97%E6%8A%95%E3%80%82%E6%B0%B4%E9%87%8C](https://dreamycat0421.pixnet.net/blog/post/463831229-%E3%80%90%E5%8D%97%E6%8A%95%E3%80%82%E6%B0%B4%E9%87%8C%E3%80%91%E6%B0%B4%E9%87%8C%E8%9B%87%E7%AA%AF%E7%BC%8E%E8%9B%87%E5%BD%A2%E7%AA%AF%E8%97%9D)

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