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**ADVERTISEMENTS IN SOCIAL MEDIA**

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## **ABSTRACT**

In the last years, social media became a popular factor for people where they meet and talk about things that they're interested in. Now, many companies have noticed the possibility to meet their clients in these channels and create discourse and maybe a reliable relation between them.

I, will review here on how some Kosovan businesses advertise their business and products, for their clients and potential clients, through social networks, and in some cases, compare these media with some examples of well known international businesses. Also, I will conduct and research about these channels on how appropriate they are for building reputation even for products.

In this theme, the social network Facebook will have its primary focus, because this main channel which companies use for advertisement because there they find a bigger number of users. E.g in Kosovo, but also abroad, the social network Facebook, is used a lot.

The primary access of this theme will be on how different businesses use social media to communicate and create discourse with existing clients and those potential.

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## INTRODUCTION

*Considering the big use of social networks in Kosovo, especially facebook and the ongoing increase of their use, there's a "new" trend where in these media there are every day more and more advertisements and different types of marketing which made the research of advertisements in these media very important. This research is important in order to understand the impact, that the advertisement places in these networks has different positive or negative changes on its users and those that place ads in comparison with traditional methods of advertisement. Also, in this work, it is recognized if there's a reduction of the effect in the traditional advertising.*

*In this theme there have been selected some Kosovan enterprises to research on how this sample of enterprises uses social media as advertisement channels for their relevant enterprises. The theme is based on the study of Facebook pages of these enterprises, in the volume of advertisements that are posted within the deadline, in the methods and types of advertisements if they are photographs, videos, texts or combinations. Following, we will see the quantity of comments in these advertisements, positive/negative comments, backlash from selected companies etc.*

*Companies which have been selected for research are Rugove corporation, which is a relatively new company and successful that deals with producing water and different cheeses and has plans for an ongoing expansion of products bio<sup>1</sup>. As a second company Vala, a company of big measures in our country, which deals with mobile telephony and it's known from the majority of Kosovo's population. Then, there's Jysk Company, which is an array company for household products with center in Denmark. There are 2200 shops in 36 countries and it also operates in Kosovo. The other enterprise is Devolli Princ Caffè, which is a very successful enterprise that deals with coffee products, and the fifth enterprise is Kaliçani Joiner, a local enterprise with shops in Pejë, Istog and Klinë that deals with producing furniture.*

*In this research I used quantity and quality methods. The research quantity answers the typical questions like "how", "how much" and "how often". E.g. how often do you use social media, like Facebook?*

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<sup>1</sup> Produktet bio janë materiale që rrjedhin nga burimet e ripërtëritshme biologjike.

*By using the quantity method, we have received knowledge on the visible level, in a wide sample and representatives where the received information has been converted into numbers and statistics. We have presented and noted these data in tables, graphics and other statistical displays.*

*To give an answer on which is the role of advertisements of businesses in Facebook, we have conducted a survey research with structured questions where are included 250 respondents, that resulted in total 207 valuable amounts. Meanwhile, for quality research we have also prepared a guide for interview.*

*It is understood, that we have the part of bibliographic research, in the beginning to explain concepts, and for this we can say that there aren't many studies in theoretical explanations for social networks, with the whole presence of some studies in the anglosaxon world.*

*In this theme we have raised hypothesis as: that (1) advertisement in social networks and their use through computers, computer board and telephones(smart phones) is in increase. (2) Recommendations from consummators have become very efficient for later marketing and advertisement. (3) As a cause of "violent" advertisements, the privacy of the individual is threatened. (4) Facebook, is only a communication channel within many other channels. Fragmentation of communication channels is bigger in comparison with earlier when we only had traditional media, reduces the possibility of massive message spread.*

*Except these hypothesis, our purpose was to identify tendencies of forward development of advertisement in social networks, identification of consummators that use these networks and also of the potential ones, then reliability with traditional advertisement and identification on if it's believed more in those that advertise or in information and preferences from other users of these media.*

*In the first chapter we have explained the theoretical part and some terms regards to social media and technological developments that have happened. Meanwhile in the second chapter we gave information about the content of some social media, as Facebook, Tags, Twitter, blogs and Google. In the third chapter we dealt with relations between marketing and psychology, such as. Behavior of consummators, relations with consummators, methods of consummators' stimulation etc. In the fourth chapter we presented companies that we have selected and results from surveillance of their facebook pages and other statistics.*

*In the fifth chapter we have presented the results of quantity and quality method in the form of statistics, graphics etc, and the conclusion of work, we've presented in the sixth chapter.*

## **Interpretations and Conclusions**

In this work, I have reviewed how relations with consummators can be established and maintained from social media. The selection of the theme and issue was based on actual contemporary trends of technology (social media, Facebook), society (use of social media from mankind) and theory (relations of marketing).

In this part I'll return to issues that I dealt with in the introduction of this work. Raised hypothesis and other important issues/results that we have considered as important during work, such as: dialogue between the company and consummators.

(B2C114), gaining a relatable relation, building reputation and product etc.

To convey dialogue in Facebook is difficult, but because the company has made the choice to use Facebook as an advertising media, there must be a plan on how to communicate with users, because Facebook is an "alive" media. In our case, the responsible person from Kaliçani joiner says that one must spent one or two hours per day in order to answer these questions, to give advice and discuss with readers if some writes in relation to the company, as positive or negative comments. As we've seen from the study of the Facebook page of companies, that we have selected, Jysk dedicates enough time to the comments of readers whether they're positive or negative. Also, there was a bigger percentage of backlash towards readers. Rugove corporation, had mainly positive comments, rare questions and less critics, but didn't have backlash except acknowledgement towards those that sent pictures and that have been selected from the corporation for the routine posts twice in a week.

Devolli Princ Caffè encourages readers for dialogue between each other with stimulating questions. Because of the only product that they have, there aren't many questions about the product, except some positive comments and information for rewards' winners, but anyway a light and positive tone is obvious that it pierces to posts and advertisements.

Vala, has many posts for new offers and services that grow the interest of readers and generate a dialogue with them and consummators, but there is no stimulation from Vala. As we've seen, dialogue and comments are present, whether they're positive or negative, but no one from Vala becomes part of dialogue. Not even in the questions directed to Vala for issues that deal with mobile telephony weren't answered to all the readers. In some cases there's dialogue between readers, but, however there's a dissatisfaction of readers in general in the majority of advertisements that Vala posts. This social media, in this case can give a negative effect if we compare the same advertisement placed in traditional media such as TV or radio, where as we said before, there is developed a one way communication. In two way media, users believe more to them.

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Comments of each-other, where in this case there are many comments and posts that are mainly written with a negative tone.

If there are mostly negative comments, there's a risk to lose clients and damage the reputation of the company. The rapid reaction towards these comments is valuable to improve maybe the wrong perception of the client before he has time to dialogue for his negative experience. If there aren't useful reactions from the company in a humble way, negative comments and negative impressions can be spread even more. This occurrence is named word of mouth. This company doesn't have control in what is said, who says it and what impression is left. Also, a message/comment that comes from a person we all know, has more impact than the posted advertisement itself. The person who posts comments, has more credibility for the receiver of the message than the video advertisement or poster.

Everyone wants to have loyal consumers, and always more companies use the direct and interactive model to develop their clients. According to the information that I could get from the Facebook pages of selected companies, we notice that these companies tend to mainly win the reliability of readers by advertising products and services as quality products. Rugove corporation, has advertised several times the "Fine Water" product, that lists and defines the best hundred waters in the world, here Rugove water is listed too. Other part of loyalty, is the pictures' selection of readers and acknowledgements, but there's a lack of genuine dialogue with readers.

Kaliçani joiner, doesn't have a special access to create reliable relations. Advertising is simple, where many pictures are posted in order that readers have more products to see.

Jysk, observes readers' comments accurately and answers with gratitude to the positive comments, replies to readers in questions about products and also replies to the negative comments considering for readers not to be underestimated or offended, but to use humble language with them. This direct communication, in the majority of cases can force the relations and make them more reliable for the participants of discussions, but also for other readers.

Devolli Princ Caffè, advertises the quality of its coffee, and as a stimulation strategy there are different questions about the coffee, but tend to create a reliable relation up to a measure even with prize games that are regular and they post the winners in their Facebook pages.

Vala, processes relations and reliability with readers in a one way process, where it advertises and posts different offers and often uses slogans where it is said that Vala is of Kosovo, My Vala etc. As we have mentioned, readers often comment to Vala negatively for bad services, expensive costs and untrue information. However lately it is noticed that Vala has began to have a different access regards to advertisements and marketing activities in general. For the new offer n'Trip, Vala is engaging in different cities of Kosovo with the motto n'Trip. E.g. organizing of 22<sup>nd</sup> of May, "Mitrovica n'Trip" with Dj Bannzz etc. that they have advertised in Facebook. This can be a way to create youth communities that discuss about the party and at the same time about the offer through the advertisement and advantages that this offer carries in itself. This, is maybe an example that the responsible people of Vala have noticed the

importance of forming communities around their products. The term, reliable relations, also includes the reliability of readers/consummators to the company and products. During the study and research of selected companies, it can be noticed that users didn't have much reliability to the products and companies of Vala and Jysk, meanwhile they believed more in the products and companies of Rugove corporation, Devolli Princ Caffè and somehow of Kaliçani joiner. According to the image nr.22 of the American research of 2012, we can notice that TV advertisements get more attention than online, but however from the image nr.20 we notice that a more reliable source for deciding to buy different brands are online advertisements. This means that TV advertisements have a bigger attention, but because of fuller information and interactivity possibility, a bigger reliability is in online advertisements. Regards to reputation and product building, we can say that high quality products and services and of advanced/leader technology, there are some condition for having bigger sale, having possibility for increasing prices and also recruitment of well qualified staff/workers. But, today companies that want to be distinguished in an aggravating and competitive market even internationally, must be oriented towards services for clients and market as they are for products. Therefore, reputation and name/brand of product is a critical factor to be favored in competition.

For a company to be oriented in market (market orient), must be offensively present in market and receive knowledge for the needs of consummators, competitors and possibility that the company has to give consummators a good experience around their products and services.

If companies achieve to get attention and engagement of readers/audience, with other words will experience a bigger reliability than loyalty.

We, we can notice that even our selected companies, have a type of strategy for building reputation. First of all, they're searching for a bigger occurrence through advertisements. Pages of Facebook are characterized by many advertisements from the five companies. These advertisements reflect in the evaluation of products by readers. This helps on the memory of consummators, so exposing products is kept in the memory. As another point is the effort for the advertisements to be clear through famous faces and extern points of views. E.g. Vala users singers, like Ledri Vula, athletes like Agron S. Mustafa etc. Meanwhile Rugove corporation, as the external peak in some advertisements uses the book "Fine Water" by Michael Mascha, that we mentioned before. Devolli Princ Caffè, also uses singers and artists, like Leonora Jakupi, Leze Qena etc. Jysk, has a plan and strategy of advertising same products in some different countries, where only the language changes, therefore advertising products by singers or artists of a country doesn't have the same effect in another country. Regards to Kaliçani joiner, they aren't in that level yet to produce costly advertisements for their products.

Another important point of the negative reputation, that can be gained if the company doesn't reply to the readers. The risk from such treatment is for readers to feel degraded. So, it's important that companies are responsible towards everyone that is in relation with the company. Not to answer to everyone, is the same as not taking them seriously. Jysk and Kaliçani joiner, try to be responsible in this direction, meanwhile Rugove corporation and Devolli Princ Caffè, have rare questions from readers, it is noticed that sometimes there are less questions in these answers. More questions are directed to Vala, but, but only a smaller percentage get replies, which means that there's a tendency to gain a negative reputation to a part of readers as we've seen examples where they express their ingratitude towards this company.

When we consider the optimal use of technological possibilities, that in this case refers to a special type of social media and its structure, for example. function like in Facebook, as a comprehensive finding of five enterprises is how they, in creative and innovative points of views have used the possibilities that are laid "hid" (latents) in social media to establish a brand community, to spread social proofs, to communicate through new discourses and alternatives, always for the creation of an exchange of the interactive information, for a transparent and reliable appearance and for the permission of users to demonstrate their wanted identity.

The way how Facebook was constructed as software, makes it very easy for users to spread materials and articles about their company in the private profile, a thing that companies use while publishing content with potential for expanding. Along with discussions and conversations that the company initiates in the field of comments and other pages, presents examples on how the functions of media are used in an innovative way for spreading social proofs. In this way, the characteristics of social media make road for another type of image which is very important for creating new discourses. A kind of a speculative explanation that explains why social media enable new discourses, can be explained that media itself are relatively new and they are regulated from the companies, so there are less directing for the way how content must be projected and presented, different from TV and radio. Consummator community is mainly created because of company's products and services. So, technology is used among others to communicate feelings and values, or stimulate the user to participate and observe traditions, rituals and also communication between members.

For the raised hypothesis around the privacy of users, how the privacy is threatened from the "violent" advertisement, we have results from the survey, where 19% of respondents think that advertisements in Facebook are annoying, but at the same time, 34% think vice-versa, that advertisements in Facebook are very useful. However, no matter how effective are advertisements, a considerable percentage think they're annoying and as a result can have the privacy threat feeling.

The other raised hypothesis in the introduction around the efficiency of recommendations from consummators/users, we can say that from the research, we have noticed that dialogue between the company and consummators isn't in the appropriate level yet or in the level that the company gets suggestions or efficient recommendations from users/consummators and to be implemented in the marketing strategies of the company.

Regardless of the social media that the company uses, and which strategies and which communication styles that they use, at the very last, the company is depended on the participation of users for it to be in sufficient scale and give material/information in an adequate way to receive and maintain those users. So, the company is depended on the sufficient social data of users in order to have success. The fact that the users are included as a dynamic and equal pair, obviously gets a big part of the power of companies that they have on the content and conversations in social media. This relation between the company and users, is a potential insecurity, because the company doesn't know and doesn't have complete control on the behavior of users. The knowledge and perception about the behavior of users and their recommendations on social media, for this reason they're a valuable source for companies in the field of today's media.

Potential strategies for stimulating a community feeling and to create social proofs, can be noticed from almost all companies that we have selected, but the representation of users is more limited. The different researches we've done, have different dimensions that can be considered more ideal for some businesses than for some others. The linguistic tone of Kaliçani joiner in Facebook and the communication style with readers, are e.g much more personal and non-formal than the case of Vala. The content itself of the page of Kaliçani joiner, can be considered in the similar form. Here it's important to remember that Kaliçani joiner and Vala are two very different companies/businesses. Vala, which is a mobile telephony and it is expanded in the whole Kosovo, has a wider and generating aim. Based in this comparison, it is better for Vala to use a more formal and neutral language than Kalicani joiner, because this kind of language cannot adjust to a smaller and special group in the same measure. Products and services that the company offers, it is thought to have an impact on what type of strategy shall be used or not. The products of Jysk and Kaliçani joiner (furniture) e.g. give space to use the taste and passion around products in a bigger measure than e.g. Vala.

As for the future of Facebook, according to the researches and questions of respondents in the questionnaire, we can say that advertising in social media (Facebook) is in growth, that supports the raised hypothesis in the introduction. According to respondents, a big percentage (41%) of them claim that they conduct advertisements that are regularly placed in these media. Also, the number of fans, according to socialbakers, in the majority of companies is still progressing. Also, the majority of the technological structure from where social media have increased (internet and mobile technology), are new phenomenons and they evolve continuously. Same goes for social media, because they continuously innovate and change. The attitude of audience towards special types towards special types of the advertisement message and its effect, also change within time. The way that readers use technology (in this case Facebook), doesn't remain static within time. All these factors contribute that Facebook and social media in general to be used for advertising, have to be considered as a dynamic and motion context. If we take interaction between attitudes of readers and advertisement effect, it's not unthinkable, that this moment, when the time passes will have an impact in social media that they have to the readers as receivers. Readers, can also make a comeback and be more self conscious for the way how businesses act in social media, just like they know "tricks" of advertising in traditional media.

According to these points, it can be difficult to predict how Facebook or social media will be used for advertising purposes after e.g. five, ten or even more years. As long as the use of social media is increasing, and as many companies use these media, it's rational to suppose that the general use scale will be bigger than that of today. In the same way, just like different conditions in society have had an impact on how advertising has been developed and changed within time. We can expect the same on how social media will be used for advertising in the future.

Just like the postmodern era, distinguished with ongoing complexities and changes of structures and institutions in society, and the fact that there is no longer a specific small number from those who define and set guidance for society, and social media, as well are characterized from unclear and diffuse structures and rules. That social media give powers to users for a short time, it is a clear truth. However, companies/businesses and other actors, can also become more powerful from the media revolution by giving users more rights in power, direction and

participation.

In this work, I approached to the problem issue by examining strategies and activities of five companies in Facebook. There can be early pretending that all the aspects, concepts and contexts around the issue have been addressed in the review of these five cases. It is reliable that other types of companies achieve the majority of positive or negative profits as the companies we have selected, but through the strategies and activities that aren't completely identical with those that have been explained in this paper. It should be noted that the purpose wasn't to generalize the results in the meaning of pretending the same description for all the enterprises on how they build their relations through social media, and also to think of implementing the findings for each enterprise hat wants to achieve the same thing through these media. The purpose was to contribute with new knowledge in a special context/setting. Meanwhile, regards to the future and use increase of Facebook and the marketing efficiency in social media, we can say that still ideas continue and the projects for further development of this media and internet in general, as we can even understand from the announcing of the 17<sup>th</sup> of March 2015 of Mark Zuckerberg (annex nr.5), where it says that Facebook is working on increasing the internet connection in world by using the drone technology, how he calls it. The company is developing a prototype of drone that weighs as a small car, but its wings spread more than those of a Boeing 737. In its wings there will be a solar panel and it can stand in a height of 18.000 meters. These drones will help the whole world to connect with internet, even the further countries that still don't have the infrastructure of the existing internet. So, social media are here to stay and as long as the quantity of information in internet increases, the world becomes small each time more.