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Online Marketing For The Event Company “Producer Center Fashion Style”

DEGREE PROGRAMME IN INTERNATIONAL BUSINESS
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ABSTRACT

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Online marketing is essential for business these days. This area of marketing, including social media marketing, has been studied in this thesis. The purpose of this thesis was to improve online marketing and set up a page on a social network, as well as attract new potential clients and increase brand awareness for the Producer Center Fashion Style company. The goals were a ready-made page on one of the social networks that suits the company and online marketing development.

Qualitative research was used to conduct the study. Data were collected through a social media monitoring and passive observation during a meeting about innovation in marketing of a case company, both of which were analyzed for the study. Based on the results, a protocol of observations and a summary plan was drawn up for further work on the project. The results were analyzed according to topics related to considered Telegram marketing. This topic has been analyzed comprehensively and in detail. The results provided important information regarding the objectives of the company in question as well.

Based on the results and the theoretical part, a suitable social network was selected for the case company and the end result was a ready-made Telegram channel. It is a page with a prepared design, including photo and video content. The results will help increase brand awareness and attract customers to Telegram.

Keywords: online marketing, social media, Telegram, Telegram channel

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1 INTRODUCTION

Nowadays marketing became an engine of businesses. In the world of technologies and digital innovations the concept of marketing transformed into a separate direction – online marketing. It helps to develop business and attract customers with help of the digital tools. People spend many hours with their phones and computers every day, this factor became an advantage for companies in influencing on potential customers with different online platforms. This progressive direction can help to set the online communication between the company and the customers anywhere in the world.

The goal of this thesis is to help Russian event company “Producer Center Fashion Style” to improve its online marketing by the setting new social media page. The company needs to choose suitable social network for promotion its event service there. It must be based on the target audience and its preferences, on suitable social network functions for covering event service, on convenience of using the platform and its popularity in the country. The expectation of implementation is to have a ready-made social media page of the case company, which will promote it in business environment with help of effective online marketing. This thesis is project-based, so as a result “Producer Center Fashion Style” will receive its own business social media page with publication of its working activities, including the usage of different function of chosen social network, which demonstrate the company’s competence in working with a platform. the case company can use this page for the business after the project will be done.

This thesis consists of introduction, purpose and objectives to introduce the reader to the topic, then there is a theoretical part, including extended study of consumer behavior, the concept of online marketing, social media marketing and the detailed consideration of certain social media platform, which will be

chosen, based on local area conditions and company's request. The empirical part is the last chapter, where the author tells and explain to the reader the details of the social media page installation, publication design, the extended information about the function of the social network, which were used. This thesis is accompanied by two methods of data collection – a social media monitoring and an observation of meeting about innovation in the case company's marketing. Social media monitoring will give an opportunity to consider users' opinion about the social media pages with the similar service and its content to define their preferences. A meeting about innovations in the case company's marketing will be an observation for the author, where she will have a passive role as a listener. The whole discussion will be will sort by topic and will be considered by the author for taking the key information for the research.

After social media setting and all analysis, which the author of the thesis will make, she will create a ready social media page for the case company, which it can use in its business in future. The whole process will be described in this thesis. The readers can follow the process of new social media page setting for the event company "Producer Center Fashion Style".

2 PURPOSE OF THE PROJECT

Numerous companies believe that they have marketing while they actually do not. Sometimes they believe that marketing is a way of convincing customers to buy, sometimes they think that the most persuasive salesperson is a marketing guru. Some people frequently believe that if sales are growing then their marketing is successful.

The author is going to work with an event company "Producer Center Fashion Style", it works with different firms, which want to rally their collectivities, so the main service is a teambuilding. This company used to be growing its business

rapidly but now it is in a situation where it has to change its social media platform and launch the new page there. The company has a lack of knowledge about online marketing, so it has a fear of missing the market opportunities and even losing the market share, because the competitor can get ahead of it in the development of digital marketing, which attracts customers in the world of innovations.

The author's purpose is to set up a new social media page in the different platform beside the case company used. The goal is to learn and implement the setting of social media page to share the business activity of the case company by the publication of photo and video content, using the innovative function of the chosen platform to make it more interesting and memorable. The author has a plan to consider a suitable social network for the company, which correspond the company's activity, location, presence of target audience as users on a platform and convenience of using. The platform must be one of the most popular in the target area and be suitable for business. After the selection of the social network the author will design the page by posting the publication to make it as attractive as possible for the potential customers. It is important for the project to use popular social media, which many people everyday use and which is convenient for them. To implement this idea the author must have the basics of marketing and social network knowledge. The author will consider those points of doing a business social media page, which will make it more successful. It is necessary to upload those publication, which potential customers want to see. The consumer behaviour research will help to figure out the type of consumers, their decision-making process and the factors of their behavior. From the company's side it is important to consider what it wants to show and offer, and how it wants to present it to customers, to answer this question the author will rely on interview replies and on the discussion about innovation in online marketing.

3 OBJECTIVES

The author is going to develop social media of “Producer Center fashion Style” company to attract new customers with help of the setting a new page on the one of some online platforms. The author decided to consider it, because the influence of online marketing is very strong nowadays, however not each firm have a professional social media page, which effectively promote it in the online environment. The task is to create and show well-worked social media page of the case company, which will be used by it in the future. A successful company must have online marketing, because nowadays it is the main communication with the customers, a company can be in a touch with its clients constantly, and through its publication remind them of itself. The benefits of this thesis are to help “Producer Center Fashion Style” to adapt for a new social media platform and to demonstrate that professional social media page can reflect the company’s nature and be an engine for the company’s online marketing.

3.1 Research problem

There is a service market where a complex service is offered, but despite on thoughtful business product, the company did not pay attention to online marketing and the task is to show the importance and benefits of it. Case company needs to understand how to advertise itself and its service, based on current business realities in Russia.

My assignments:

1. To offer a suitable social media platform for the case company.
2. To create a social media page.
3. To consider consumer behaviour.
4. To design it and work with different functions, which the social network offers for developing the company’s online marketing.
 - 4.1 To use the case company’s content to show its business activities.
5. To give the case company ready and configured social media page.

6. The realization of successful online marketing development by using social media app and social media page.

3.2 Conceptual framework

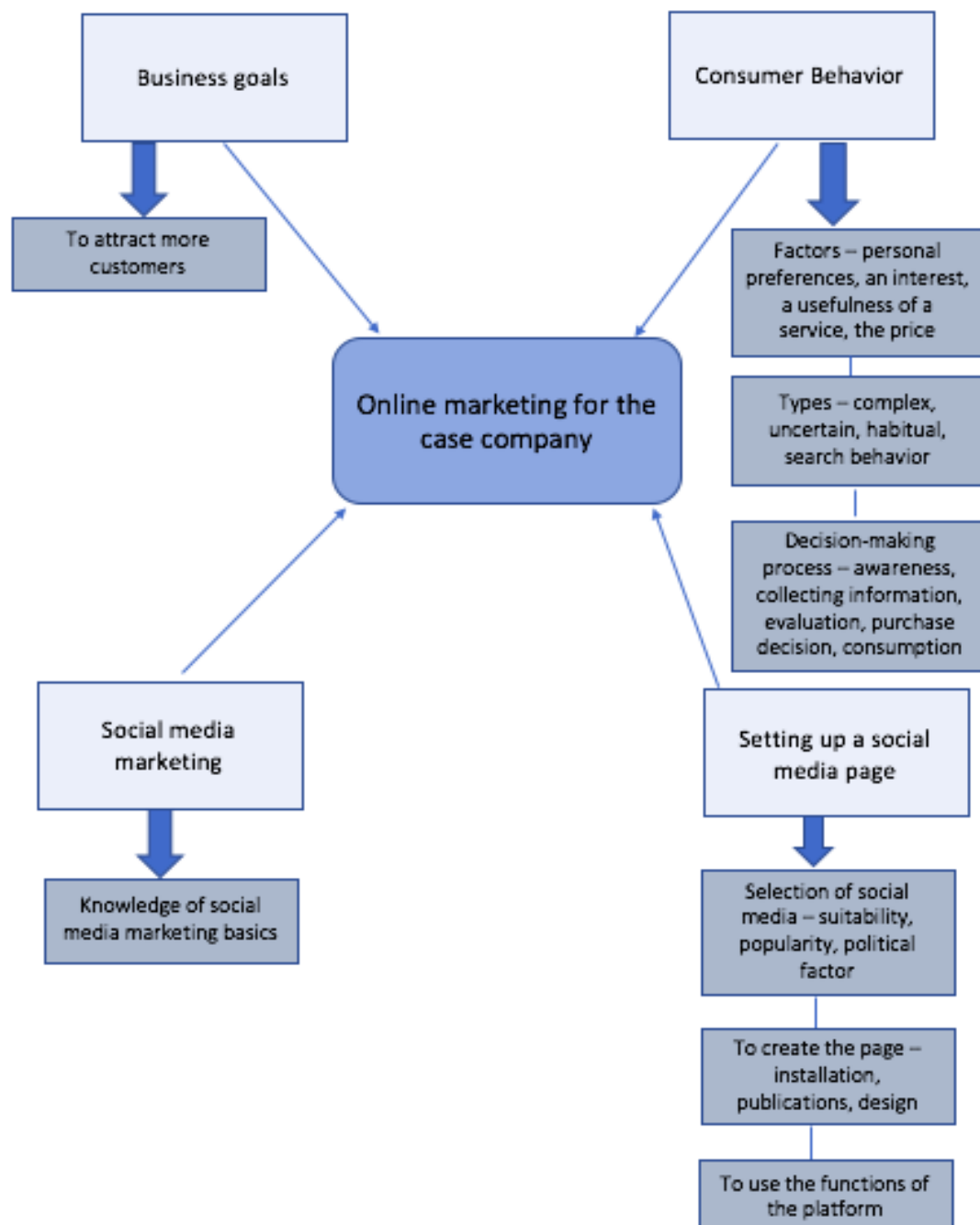


Figure 1. Conceptual framework for the thesis.

The figure shows four main components, which will be considered for the case company'. There are business goals, consumer behavior, social media marketing and setting up a social media page.

The business goal is to show the need of the case company – to attract more customers. The author will rely on it and focus on the purpose of the project. She will consider deeper consumer behavior, because the company needs to know the factors and types of their behavior, their way of thinking in decision-making process. Also, the company cannot install a social media page without knowledge of the social media marketing. The author will consider it in the separate chapter to receive the understanding of this concept and the reasons of using this direction of marketing. In setting up a social media page the author will choose the most suitable social media platform for the case company, which can promote company's service more effectively. After this step she will install the page and use all functions, which the social network offers. In addition, she will work with the actual data of the case company including its actual information and content.

3.3 Boundaries of the thesis

The author will set up social media page for the company and she has limited time to work on this thesis and she has to achieve tangible results. There is a task to do the page as much attractive as possible for customers and potential customers in short period, so the company can get more clients in future by using it.

Another issue is in finding the most suitable social media for the case company. There are many social networks, but the chosen must correspond all criteria – the popularity of the platform in the local area, target audience, convenience of usage, functionality. The author must find the platform with all of these points in a short time.

The author cannot change the business model of the case company, so she needs to learn and follow it.

3.4 Implementation

The author will do a qualitative research, where she will show online marketing development for the case company – “Producer Center Fashion Style”. She will demonstrate her theoretical knowledge about the topic and also implement the practical part. The theory helps to understand social media channels, customer behaviour and company’s goals. Then the author evaluates and choose the media platform. Next step is to create a social media page and to make a content. The author will also attend an event – Greenway company’s birthday in Moscow on 17th and 18th February 2024 in Moscow to film the content for the company’s social media page. It gives an opportunity to see the case company’s management of the event in real life, so the author can understand its business model and strategy. As a result, the case company will receive a ready-made social media page, which after it can use for its business.

3.5 Ethical questions

Ethical issues in this thesis is to keep the secret of the case company’s business model, its plans and strategy of business development. Other issue is related to the content in the social media page. It must correspond the values, ethics and policy of the company. Information should not go beyond what is permitted.

4 CASE COMPANY

“Producer Center Fashion Style” is a company, which provides different team-building events for big organizations to rally its collectivities, so each employee can work in a friendly environment. The company was established in 2002 in Novosibirsk (Russia), nowadays it is located in Moscow, because it achieved success on the event market in Russia, so it moved to the capital to develop business more.

The company offers to host professional celebrations, organizations' anniversaries, business events, seminars, forums, press conferences, brand-parties and team-building. “Producer Center Fashion Style” can make professional production of original films, commercials, production of photo and video support for projects, editing and broadcasting online. The company worked many times with Russian celebrities and organized different events for them.

4.1 Case company's current online marketing situation

Remarkably, the case company has a lack of a structured marketing plan for its social media page, making the CEO doubt about the efficiency of their messaging, the clarifying of information transfer and the service details to customers, the overall potency of their marketing development and its efforts. Despite the good level of client activity in general, there exists a knowledge gap regarding potential new social media page's features, causing a desire for upskilling and expert guidance. A new social media page is a main tool in the company's online marketing strategy.

5 RESEARCH METHODOLOGY

This thesis is project-based, the data and analysis will be used for answering the main questions of the thesis and aimed at a certain situation in the case company. The content of this study will not go beyond the scope of the questions posed. The methods are a social media monitoring and an observation of the case company's meeting. The data of case company's description was taken from the company's legal documents, announcements and memos of the company. "Producer Center Fashion Style" allows the publication of its marketing data, the document was signed by the parties.

The author used a qualitative method of research, focusing on the "Producer Center Fashion Style" as the case study. Data collection will be exclusively conducted through qualitative research, which includes a varied set of studies that involve non-numerical data with the goal to have a deeper understanding of various issues. There is a special attention to comprehensive information gathering usually it is in real-life settings. This approach typically favoring human involvement as the primary data collection and encompasses data collection, analysis, research design and subjects. (Hirsjärvi, Remes & Sajavaara, 2010, pp.160-164.) The decision to utilize qualitative research for this study goes from the desire to gain a deep understanding and achieve the effectiveness of the case company's new social media page.

5.1 Methodology and analysis

The first method is social media monitoring. It helps to analyze, collect and follow the information from the social networks. This approach gives an opportunity to receive the information about the users' opinions, attitudes and behavior in digital environment. The author's goal for this method is to follow market trends and to learn how to present the brand online. The data collection was made by using key words, hashtags, which match the topic, comments, different types of content. After this step, there is an analysis by the author in

the form of the plan, which includes recommendation of social media improvements, risk management and online marketing opportunities. This method has advantages in current period mode – the opportunity to follow the tendencies, in wide coverage - data collection from different user groups, in deeper understanding of the audience – knowledge about preferences and expectations of the people. The focus was made on the Telegram platform, because nowadays it is one of the most popular platforms in Russia. (Sprinklr, 2023.)

This research was also important and beneficial for the consumer behavior observation. From the monitoring the author could see the feedback information from people. She defines different factors and types. This method helps to understand, that there are different models of consumer behavior and in doing business, this factor should be considered. The content must appeal to several types and factors of consumer, because all of them has different habits of purchasing and they are searching the service for the different goals.

The author read comments and feedbacks from the social media pages with the similar service and define people on the groups and their expectation to understand the audience better.

The second method is the meeting about innovations in the company's marketing will be held with employees and CEO. This event is aimed at collecting all the necessary information regarding the assessment of the company's marketing communications on social networks, the transition of marketing from Instagram to the suitable social media for the case company, as well as improving customer attractiveness and brand awareness. This innovative marketing activity is classified as passive type of participance in observation because the author is a listener in the meeting. The passive type of the observation means, that the researcher's participation in the situation being studied without influencing on the discussion. In an observation situation, the researcher can be in the role of participant and observer at the same time. The activity of the researcher in discussion depends on the situation. A meeting on innovations in the company's marketing is a group

meeting of all employees of the case company with the aim of awareness of the introduction of a new social media marketing model. The author mainly acts as a listener at this meeting and takes notes during it in order to obtain advice and useful information for the development of the company's marketing strategies in new social media page. (Saaranen-Kauppinen & Puusniekka, 2006.)

The gathered data is processed using analytical methodologies. The qualitative data used in this thesis encompasses various documents, such as observations, structured interview, texts, or other relevant sources. The data requires learning, because it can only be analyzed through the study. The more the data, the greater the need to use analytical programs for qualitative study and summarization of the collected information. (Kananen, 2015, 83.)

5.2 Social media monitoring

The author was actively learning different social media platforms with two goals – to find the suitable social network for the case company and to understand consumer behavior. By the long monitoring of the users' attitude to the event service and research of different types of consumer behavior, the author created the plan with the notes about observation. She summarized users' preferences of content and their behavior on it. This monitoring helped to understand the potential followers' desires of the case company's content and the engines of the purchasing process.

5.3 An observation of the meeting about innovations in the case company's marketing

On 25.03.2024 of March, a key meeting on social media marketing took place, where case company's employees and the CEO met via Skype. The main objective of this discussion was based on strengthening the case company's social media marketing. Over approximately two and a half hours, the CEO of the case company gave the recommendations aimed at refining the company's

marketing communications. This online meeting proved invaluable for the progress of the author's thesis, contributing to the creation of a necessary data to formulate online marketing setup.

The author created an observation protocol to carefully document the process of this online meeting, noting down issues and invaluable insights. This meticulously crafted protocol reflects the source of the issues and it serves the basis for subsequent analysis. The thematic focus of the meeting was identified before the meeting and social media marketing as a direction of online marketing has become a focus due to its direct relevance to the thesis. Furthermore, the author classified these themes into distinct categories: suggestions, updates, and functionalities, streamlining the data collection process.

5.4 Validity and Reliability

The goal of observation and monitoring summary will be more likely achieved. It depends on the company's competence, resources, enough knowledge base about the clients. On this stage the case company needs to define strengths and weaknesses of its online marketing.

The integrity of the thesis correlates with the credibility of its research findings. Evaluating integrity, it is important to use methods of validity and reliability. The assessment of research aimed to reduce potential errors. Evaluating the integrity of qualitative research differs from that of quantitative studies. The integrity is evaluated using a variety of methods in the qualitative research. These include vetting informants, citing outside research, and ensuring accurate interpretation. Various criteria are used to evaluate qualitative research. These are credibility, transferability, reliability and confirmability. Credibility evaluates the consistency of results with reality. transferability assesses the reliability of the information exchange process. Dependability evaluates the validity and consistency of the results,

confirmability ensures that participants acknowledge and support the interpretations. (Kananen 2015, 352-355.)

Reliability achieves by the observation of company's employees meeting about the innovations on marketing and by their reaction. This online meeting gives an opportunity to understand the company's view on the new social media channel and the readiness of changing the marketing model for it. The research was done with reliable resources, including professional literature, articles, web-sites, which corresponds the topic of the thesis.

Reliability of the social media monitoring achieves by users' honest opinion and attitude in different social networks. They give their own feedback, which demonstrate their preferences or discontent about the service or content on platforms. The author collected this information to summarize it and define the most successful promotion ways of case company.

6 ONLINE MARKETING

Online marketing is a complex of interactive and targeted concepts marketing, which uses digital technologies with the purpose of selling goods and services for potential clients and consumers. This direction implies to understand the basics of marketing and knowledge of digital and online side, an understanding of how to catch customers' attraction with innovations and technologies. (Chaffey & Ellis-Chadwick, 2019, p. 5.)

From a cost perspective an online marketing is cost-effective. The creation an online communication with potential customers is cheaper, than make a print advertisement. Also, there is a benefit of speed and potential consumers factors, it is faster and it helps to achieve target audience. Online marketing gives an opportunity to demonstrate the possibilities of the firm by sharing

photos, videos and other digital interactions. (Chaffey & Ellis-Chadwick, 2019, pp. 5-6.) Online marketing is a narrow direction of the full conception of marketing and it has its own features and directions. For example: digital marketing, social media marketing, email marketing, pay per click marketing, viral marketing, blogging and etc. (Ryzhaya, 2019, pp. 3-10.)

6.1 Digital marketing

Online marketing or a digital marketing is a set of tools, which are used to promote a company or a brand in the digital sheret. It focuses on using digital communication channels and does not use offline methods. (Ryzhaya, 2019, p. 3.)

The definition of digital marketing implies its application in both business-to-business (B2B) and business-to-consumer (B2C) spheres, with the aim of promoting goods and services through digital methods and online communications. To do this, tools such as websites, contextual advertising, email campaigns, official pages, groups and communities on social networks are usually used. (Kananen, 2019, p. 11.)

Digital marketers operate both traditional digital channels, including radio, television, SMS, promotions, QR codes, and online promotion tools (SMM, SEO, email, contextual and targeted advertising), which are applicable exclusively in the online environment. All these methods are aimed at attracting the attention of offline audiences to the company's web resources. Digital marketing strives to attract clients and coverts customer relationships in a profitable way. The second goal of marketing is to promise high value for the consumers and keep this condition by giving satisfaction. (Kotler & Armstrong, 2018, p. 28).

6.2 Channels and tools of digital marketing

Digital marketing channels and tools represent a multifactorial aspect of interaction with the target audience, including various tactics and methods aimed at promoting a brand or company in the online environment. Based on the principle of attracting attention and creating effective communications, these tools are aimed at creating a positive perception and attracting the target audience. (Shevchenko, 2019, pp. 31-34.)

Search engine marketing is one of the important aspects of digital promotion. The goal is to attract traffic to the site through search engines. Positioning in search results, is based on various factors. It can be search engine optimization (SEO) and other ranking aspects. Search engine promotion also involves the use of contextual advertising to achieve certain positions in search results. (Ryzhaya, 2019, p. 7.)

Content marketing builds image and creates valuable content for consumers. Understanding the needs of the audience helps to create materials that will be interesting and useful to customers. This include texts, videos, podcasts and other forms of content distributed through various channels such - websites, email and social media. (Konoplitskii, 2022, pp. 18-24.)

Public relations are important in digital marketing. It includes working with bloggers, creating electronic media publications and interacting with influencers to promote a brand, product or services. The goal is to create a positive image of the company and increase its reputation by using digital channels and tools. Anyone who works in digital marketing and wants to be a specialist must be able to effectively use various tools and means to achieve their goals and connect computers. (GeekBrains, 2022.)

Online advertising has an influencing force in digital marketing and it is one of the most useful digital marketing tools, focused on promoting a brand, product or service on the online platforms. This type of marketing is based on paid placement of advertising materials on various web resources, with the

exception of search engines. The effectiveness of online advertising reveals itself in the ability to generate sales, attract potential customers and form a great image of the company. Various online advertising formats include special units for example display advertising, which can be placed on various online platforms to attract the attention of the target audience. Targeted advertising methods are also used to reach certain audience segments, especially in social networks. (GeekBrains, 2022.)

An important direction of digital marketing is affiliate marketing or it also named as CPA marketing (cost per action marketing), which gives an opportunity for companies to expand their audience and attract new clients through collaboration with partners. Affiliate marketing allows companies to cooperate both with external partners and among themselves to jointly promote their products. (GeekBrains 2022.)

Mobile marketing is also a useful direction of digital marketing that focuses on running advertising campaigns with usage of mobile devices such as smartphones. This type of marketing gives an opportunity to focus on the geographical location, habits and behavior of consumers, which makes it possible to influence the audience more accurately and effectively. (GeekBrains 2022.)

Thus, various types of online marketing are effective digital marketing tools aimed at achieving company goals in the online environment.

6.3 Step-by-step digital marketing strategy development

Developing a digital marketing strategy is a systematic and extensive process that requires strategic analysis and planning, taking into account certain goals and characteristics of the company. This process begins with ensuring that digital marketing goals equal with the company's overall strategic goals. Then, there is an analysis of the target audience, including identifying the main

features of potential clients and their preferences in the field of communications. (GeekBrains 2022)

The one of the main steps is to define the unique selling proposition (USP), which highlights the company's brand in the market, makes it attractive and special to consumers. After this, the most suitable channels and digital marketing tools are selected, taking into account the specifics of the audience and the company's goals. It is important to develop a content marketing strategy with a content plan to define content formats and methods of sharing. (GeekBrains 2022.)

The next step is to draw up a detailed action plan, which includes including priority tasks, selecting performers and allocating a budget for marketing activities. It is important to identify the key performance indicators (KPIs). It will be used for evaluation the results and effectiveness of the strategy. (GeekBains 2022.)

The final step – analysis of the results. It is also important to adjust the strategy in accordance with it. This monitoring and analysis allow the company to adapt its strategy with the goal to change the market conditions and audience needs, thus ensuring the effective promotion of products or services in the digital environment. (GeekBrains 2022.)

There is a consideration of a digital marketing strategy using the example of an event company with the purpose of increasing sales using a new social media page. The main task is to attract more clients and stimulate them to purchase the event implementation service of through the chosen social media page or other platform. The firm's target audience includes both entities as well as individuals. An important point of a successful marketing strategy is developing an attractive unique selling proposition. This could include offers as exclusive discounts and promotions just for Telegram users, also providing unique information and organization tips. One of the possible ways to promote a new social media page is to inform clients about its benefits through advertising banners and sending emails. The mobile application should

contain meaningful and useful content, including articles, videos and guides on the decorations and the suitable locations. The action plan includes the development and setting up of a new social network channel and the creation of advertising materials to promote it. After launching the page, it is necessary to analyze its effectiveness, assessing the number of followers, user activity and conversion into sales. Market research will help define further steps to improve the social media channel.

6.4 Directions and types of digital marketing

The fundamental concept of digital marketing is to profile the target audience, analyze their needs, and use this information to drive purchases of goods and services to increase conversion and maximize the impact of your marketing efforts. (GeekBrains 2022.) This methodology facilitates the implementation of various types of marketing campaigns:

Communication Campaigns: This type is based on an understanding of customer needs and preferences, which considers deeper. Specialists in marketing use the data to select the most effective communication strategies and create those approaches to communicating with customers, which are personalized. (GeekBrains 2022.)

User experience campaigns: In this case, special attention is paid to the emotional component of interaction with consumers. The main task is to create conditions under which customers will feel satisfaction from the process of purchasing goods or using the company's services. (GeekBrains 2022.)

Multichannel Marketing: This type includes using traditional channels and digital channels to communicate with consumers. Companies strive to provide their customers with the possibility to interact with the brand through various and different channels to meet their needs and preferences in the convenient for them way. (GeekBrains 2022.)

Omni-channel marketing: This approach is used by the integration of various communication channels, including online and offline with the goal to create a seamless experience between the brand and consumers. Companies try to provide a continuous and consistent experience with customers, regardless of their chosen contact channel. (GeekBrains 2022.)

Thus, various directions and types of digital marketing allow companies to effectively interact with the target audience, taking into account their needs and preferences, which helps to increase conversion and improve the effectiveness of marketing strategies. (GeekBrains 2022.)

6.5 Goals of digital marketing

Digital marketing helps to achieve a number of strategic goals, which include:

Increasing Brand Awareness: Attracting the attention of potential customers and creating awareness about the company or brand, including the products and services, which are offered. Various advertising campaigns has a goal to create a positive perception of the brand and its products. (GeekBrains, 2022.)

Lead Generation: For companies whose business projects are based on comprehensive sales plans, the main task of digital marketing is to connect with potential customers and maintain communication with them. Sales specialists communicate with leads to convert them into active customers. (GeekBrains, 2022.)

Sales generation: Digital marketing helps to the implementation of advertising campaigns and also to the organization of marketing activities, which has a goal in increasing the company's sales. Digital promotions in the form of special offers and discounts, help stimulate consumer demand and increase revenue. (GeekBrains, 2022.)

Driving Traffic: Attracting visitors to the website for the companies, which are in advertising industry is a key task. They try to increase the number of views of advertising content with the purpose of generating revenue from displaying advertising, than from selling goods or services. (GeekBrains, 2022.)

Development of the target audience: Companies involved in the promotion of innovative goods and services are actively working to attract the interest of potential buyers. By creating quality content, it try to convince audiences of the need for the products. (GeekBrains, 2022.)

Thus, digital marketing is an effective tool to achieve various strategic goals of companies, contributing to their growth and development in today's digital world.

7 SOCIAL MEDIA MARKETING

Nowadays, social media marketing has become a key tool for attracting attention to companies and its products. This advertising strategy is based on using different social media platforms such as Instagram, Facebook, Telegram and others to create content and interact with the audience. (Mahoney & Tang Tang, 15). One of the main points of successful social media marketing is creating interesting. Firms always work on a variety of content, including photos, videos and texts to interest and keep the attention of its audience. Companies share its content through its social accounts, publish, repost, and interact with users. Companies often use analytics tools to measure the effectiveness of its social media campaigns. This helps to understand what content is most engaging to its audience and how it can improve firms' marketing strategies moving forward. Social media marketing is an important

part of the promotional strategy, which helps brands to effectively cooperate with its audience and strengthen its position in the digital environment. (Luzhkova & Usanova, 2020, pp. 120-122.)

Social media strategy aims to provide information and help companies prepare for the future. Nowadays social media marketing is one of the most important marketing tools. Social media strategy includes goals, assets, guidelines, target demographics, platform selection, surveillance, and tactical program. This comprehensive approach is called a seven-step plan, the goals of which revolve around fundamental business purposes and corresponding results. Consequently, these goals are usually precise and specific and aimed at sustainable satisfaction. Once the goals are clearly defined, the next step is to define the target audience by considering which demographic group is most likely to use the product or service. Audiences are categorized into big targets as specialized niches as individual consumers. Social media platforms are carefully considered through an selection process, taking into account factors such as the nature of the audience and resources, including financial point and advertising campaigns. Policy formulation follows suit, as every business requires guidelines governing the use of social media, defining rules, restrictions and ethical considerations. These parameters are critical components of the strategy and require careful monitoring and evaluation. These methods help companies improve by allowing them to identify their strengths and keep up with prevailing trends. The action plan – to take into account all points of planning, defining goals and deadlines for implementation. This approach helps companies achieve strategic goals optimize time management. (Anischenko & Panteleeva, 2020, pp. 439-441.)

7.1 The reasons for using social networks in business

There are many tools for the companies' promotion, however many of them usually choose social networks. They use it with the goal to keep the whole focus on the platforms, which have a high percentage of information

dissemination. There are some reasons, which makes social media social media a beneficial tool in the modern marketing. The first – lead generation, which carries out receiving applications from the potential clients, including B2C and B2B to the official profiles or channels of the company. The second reason is information sharing. Companies can share important information and updates to those customers, who are not in other information fields for some reasons. The third point is the convenience of communication with partners and customers in the comfortable environment, which matches for each party. For example, some web sites are made and designed for computer or laptop users, however most of the people more often use their smartphones, so social networks are more convenient for them. Also, if the site allows to use it by the phone, there is still disadvantage of communication, because it is easier to connect with the company in social media by going to the message section immediately. Not everyone will leave the comment on the site and wait the answer from the company's manager, however social media app is used constantly. It helps to easily get the answer and needed content. The fourth reason – manage and monitor the firm's reputation. Nowadays, it is old-fashioned to use forums or message boards. People prefer to give comments about products or services in social networks. The company has an opportunity to instantly respond to feedback from the official profile, it can increase the positivity or neutralize the negative messages. The last point is direct communication with consumers. Social media is a channel of communication for parties. For example, in some cases the B2B company does not know the final consumer, if he/she wants to give the feedback, the person can contact directly to the brand and it immediately respond, without intermediaries or inconvenience. (Pec, 2022.)

To summarize all these benefits, the author can point out, that social media gives a convenience of sharing company's content. There are no difficult actions, which the firm or customers should apply. The form is clear and accessible for almost all people, because they use social networks on a daily basis. It helps the company achieve attention and keep the consumer in familiar digital environment.

8 CONSUMER BEHAVIOR

Consumer behavior is a research of different groups', organizations' and individuals' actions or activities, which are connected with buying and using process of products or services. Consumer behavior includes a variety of actions and decisions made by individuals or households who consume the product or service, including selection, acquisition, utilization, and disposal. A set of factors from psychological, sociological, and cultural spheres intertwine to make a complex dynamics of consumer interaction within the marketplace. These points effect and shape the preferences, perceptions, and behaviors by consumers as they oriented through different market offers and make choices. From subconscious psychological factors or triggers to social and cultural norms. It is important to realize the complexity of consumer behavior and its significance for understanding market dynamics and forming effective marketing strategies. (Dolzhenko, 2021, 111-112.)

Marketing is a process aimed at satisfying the needs and desires of both people and organizations. This process can be achieved in the form of ensuring the free and competitive exchange of goods and services, which provide value to the consumer. One of the main objectives of marketing is to satisfy the needs and desires of the target audience. Therefore, it is important to understand which factors effects these requirements and influence consumer behavior. These behaviors and factors are important to modern marketing because they directly influence the results of marketing campaigns. (Pochepskii 2021.)

8.1 Factors of consumer behavior

In usual decision-making process, consumers can be influenced by various factors, which are based on each individual's own preferences and personality. In the marketing sphere, these factors, which influence on consumer behavior can be classified as follows. (Soprunova, 2017, p.12)

Personal preferences and taste are fundamental when people make purchasing decisions. Individual preferences are based on personal perceptions. Therefore, in the process of providing marketing services, the individual environment of the target group is taken into account. Customers interest in a specific product or service is significant to the final purchasing decision. Many marketers first try to attract the attention to the company of potential customers to create interest in their products or services. The usefulness of a product or service also has an impact on consumer decisions. Factors such as uniqueness, sustainability, relevance, aesthetic appeal and brand loyalty are important to potential buyers. These factors play a special role, because it refers to the clients' perception of purchasing process and their ideology. Properly positioning these qualities helps to catch the attention of the target audience and influence their purchasing decisions. Price also is one of the key factors of consumer demand. The cost of a product or service considers when they make the final purchasing decision, and the price point is critical for most types of consumer behavior. The price is the value of product or services, however potential customers most likely will not choose the company with overpriced goods. The company needs to keep the balance of making a profit and maintaining or increasing the number of customers. (Soprunova, 2017, p.12)

These factors play an important role in satisfying the needs of consumers and it often uses by marketers to develop effective strategies for promoting products and services in the market.

8.2 Types of consumer behavior

In the context of marketing research, various types of consumer behavior are identified, which are influenced by various factors. It also depends on specific situations. Within this understanding, marketers identify four main types of behavior:

Complex behavior: This type occurs in the context of highly specialized products or specific services, where consumers are faced with the need to make decisions based on available information. Marketing strategies in this case has a goal in providing potential customers with all the necessary information about a product or service, highlighting its unique characteristics and qualities.

Uncertain Behavior: This type of behavior is based on some degree of uncertainty, for example by various environmental factors, such as variability in demand, the risk situations or time constraints. In such situations, the marketer's task is to convince the consumer of the correctness of the chosen solution and to provide him with confidence in the product or service offered.

Habitual behavior: there is a behavior when products or services from different producers have similar characteristics and qualities. In such situations, marketers try to develop individual marketing strategies aimed at holding customers and attracting new ones, including various promotions and special offers.

Search behavior: This type of behavior is characterized by an active search for information about various brands and products, especially in conditions of low consumer awareness. Marketing efforts in this case are aimed at strengthening the brand and creating memorable associations among potential consumers. (Pochepskii, 2021.)

Given the variety of types of consumer behavior, marketers develop appropriate strategies aimed at adapting to specific market situations and behavioral characteristics of the audience.

8.3 Decision-making process of consumers

Consumer decision-making concerning buying is a complex and multi-step process, which have impact of various factors. Being aware of the steps in this process is important for marketing specialists as it allows them to influence consumers and drive their purchasing decisions. (Chesnokov, 2020.)

The primary point in this process is awareness of the issue on the part of the consumer, when he/she realizes the gap between his/her current situation and the desired state. This is followed by the information retrieval step, which includes both internal, for example memory and external sources for example advertising. It is important for the company to develop marketing strategies, which has an aim to provide information about the product or service and to convince the customer of its benefits. After the point of collecting information, it is processed, which activates the consumer's senses and begins the process of initial information processing. After this, the consumer evaluates the proposed options, where he/she analyzes the characteristics of the product in accordance with his/her own criteria. A client then makes a purchase decision and completes the corresponding transaction. After the purchase, the process of consumption, satisfaction or possible disappointment begins. The level of satisfaction with a product influences following buyer behavior, including the probability of repeat purchase and the give of positive reviews. (Chesnokov, 2020.)

Thus, understanding and influencing the consumer decision-making process are key elements of a successful marketing strategy.

8.4 Consumer decision journey

The customer decision funnel, developed by consulting firm McKinsey and called the Customer Decision Journey (CDJ), is a model that was derived from analyzing the behavior of 20,000 customers. According to the study, the customer decision-making process is cyclical in nature. (Court et al., 2009.)

The McKinsey model defines that customers' decision-making process begins with triggers or stimulus. Customers recognize that there is a specific problem or need that they are seeking to solve. This moment starts the process of searching for companies offering relevant products and services. As part of its theory, McKinsey identifies two types of clients: active and passive. Active customers are those who have a clear loyalty to a certain brand and actively support it. Passive customers, on the other hand, regularly use the product but do not directly recommend it. The goal of a business is to create a base of active, loyal customers that not only drive sales but also help attract new customers. (Chandigarh Angels Network, 2020.)

8.5 Summary of consumer behavior research

Consumer behavior is a complex system of tactics, scenarios and stages of interaction with a company, influenced by both internal strategies of the seller and external factors such as cultural, social and economic aspects.

Understanding the need to understand the needs and priorities of the target audience is an important element in predicting their behavior. Developing the right marketing strategy requires taking into account the personal and psychological characteristics of buyers. Analyzing consumer behavior using tools such as Google Analytics and CRM (Customer Relationship Management) plays a key role in understanding their preferences and behavior patterns. In today's market, where there is a wide range of products and services, there is no universal marketing strategy that would suit all types of consumers. However, it is important for marketers to understand the factors influencing consumer choice and the underlying principles that determine their behavioral patterns. Understanding the need for an individualized approach to each consumer allows company to develop an effective marketing strategy that will maximize the impact on the target audience of your business.

9 THE SELECTION OF SOCIAL MEDIA – TELEGRAM OFFER

“Producer center Fashion Style” had an Instagram page since 2021. However, on 21st March 2022, the Tverskoy court of Moscow recognized the Meta platforms as an extremist organization in Russia to satisfy the claim of Prosecutor General’s office. It demanded immediate termination of Facebook and Instagram work in Russia. These social networks got blocked on the territory of Russian Federation and became illegal to use. (P.2 205.2 Criminal Code Russian Federation.)

The case company follows the law and closed its Instagram page. Its online marketing set back, because the company was confused how to development itself without familiar model of running an Instagram page.

One of the most popular social media’s app in Russia is Telegram. According to the data of 2023 the percent of Russians, who use this social network at least one time in a month increased to 68%. Around 7% of all Internet consumption comes from Telegram and around 18% falls on the messengers category. Based on this data, I offered to the case company to take Telegram as a new online marketing platform for it and the CEO agreed. (Vinogradova, 2024.)

9.1 Telegram

Telegram is a cross-platformed system with the ability of sharing messages in text, voice and video forms, including stickers, images and files of many formats. This social network can be used as a phone app and web browser. (Telegram Messenger, n.d.)

While creating Telegram, the main goal for it was protection and privacy, unlike other messengers. Telegram uses reliable data encryption, the app has “secret chats” function, that users can manage with the system of partially deleted

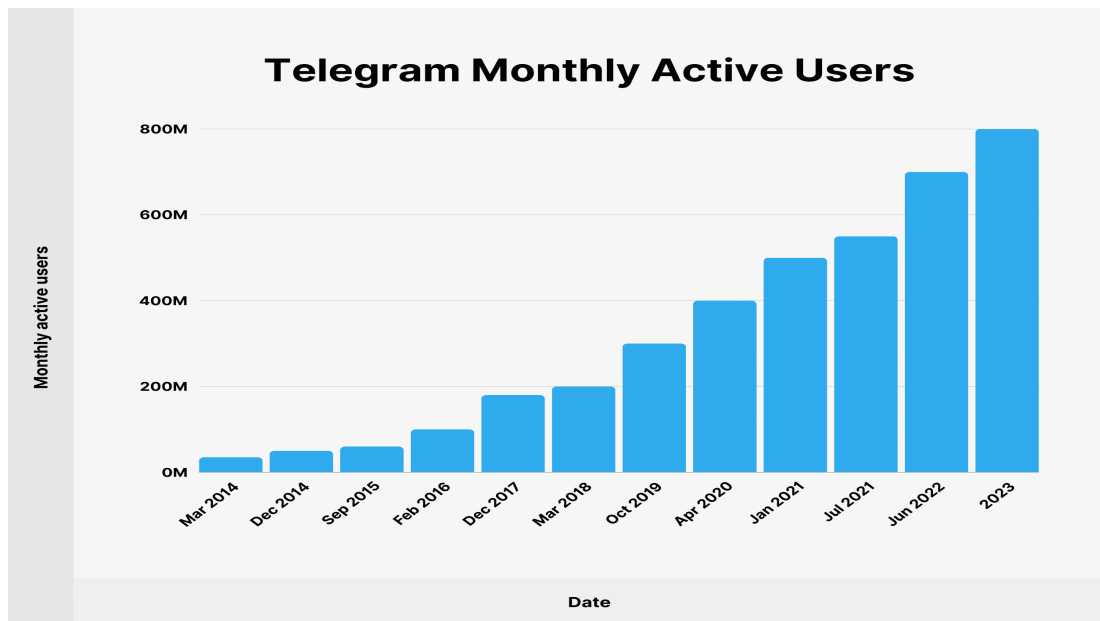
ted messages with the time limit of reading. The benefit of Telegram is that, it has multi-platform functionality. Users can manage the app on different devices – phones, computer, tablets. Also, Telegram has its own API. It helps to develop different bots and applications for the platform. (Telegram Messenger, n.d.)

Telegram was launched in 2013 by Pavel Durov and Nikolai Durov. The idea of new messenger app was created, because according to founder's opinion, other apps as WhatsApp and Viber had different flaws. Pavel decided to make that messenger, which will have high speed message sharing process and strong level of data protection. Special attention during development was given to interface of the app and the convenience of using. Also, Telegram became popular because of MTProto protocol, which use its own data transfer. The benefit of this feature is that it has the high protection and encryption of messages. Other benefit of MTProto is that it gives an opportunity to deliver messages with small or even without any delays, when the user has low speed internet connection. (Telegram Messenger, n.d.)

In 2015 Telegram added the function – channels. It gives the opportunity to users to follow different public and private channels and be aware of the information, in which they are interested in. Also, it helps to read the news online and receive notifications from elect sources. (Telegram Messenger, n.d.)

Telegram as an Instagram and Facebook has the function – story. Users and different channels can post stories and share the information, pictures and videos with followers by this way. Time of the story can be from 6 to 48 hours. (Telegram Messenger, n.d.)

The first version of Telegram started its work in August 2013. After month of emergence the app achieved more then 100 000 users and in the first year Telegram received 35 million users.

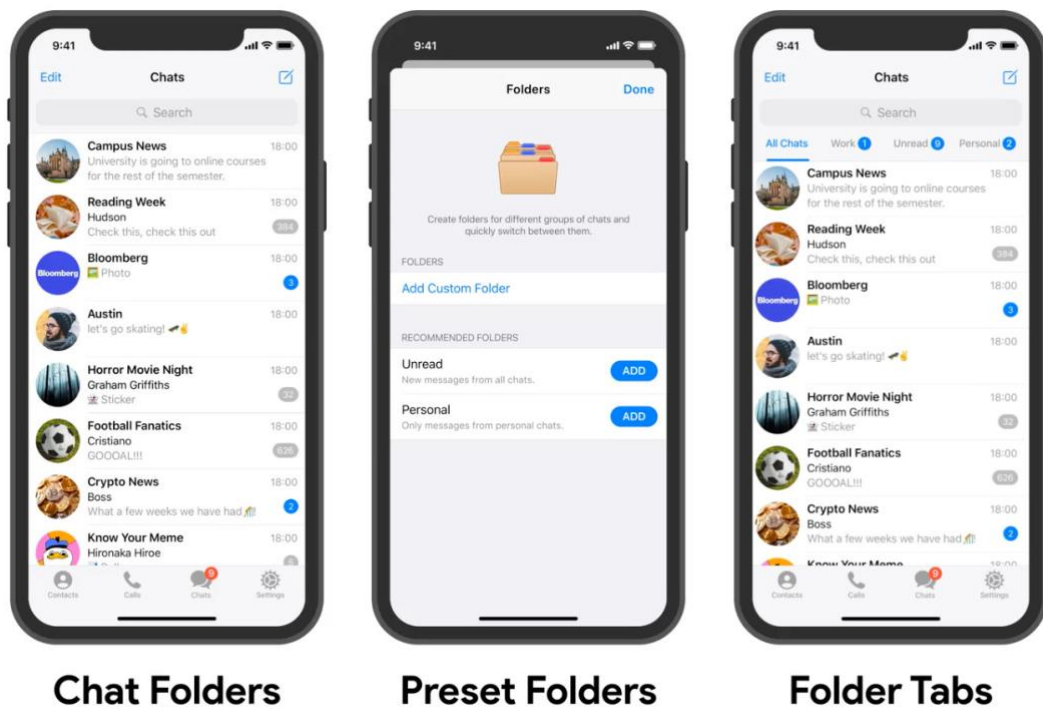


Picture 1. Telegram monthly active users. (Statista 2023).

Picture 1. Shows the number of Telegram users through the years. There is significant increase in downloads on the graph. In 2014 there are 35 million users, but in 2023 the number raised to 800 million. According to the company's data, Telegram achieved more 60% growth since April 2022. (Dean, 2024.)

9.2 The home tab of Telegram

The main screen of Telegram is chats. This tab includes user's personal chats and different channels, which user follows. Messages update all the time as soon as they are published. The user does not need to refresh messages, the newest of it appears immediately. The main goal of the tab is communication between people in messenger and reading different information channels, in which users are interested in. (Telegram Messenger, n.d.)



Picture 2. The home tab. (Telegram Messenger, n.d.)

Picture 2. Illustrates the possibility of organization chat folders into folder tabs. This function was made for user's convenience. There can be many chats, which can create mess in the app, so Telegram made folder tabs, the method of message arrangement. People can name it by key word, for example "work", "studies", "project" and etc. Users can set folders by themselves or the app can do it automatically. The user can pin as many chats as he/she needs, so it always be seen upper than other. (Telegram Messenger, n.d.)

9.3 Video messages and stories

As an ordinary messenger Telegram has text and voice messages, however the app created video messages, picture 3 illustrates how it looks like in the app. The user holds the video message button and film the video in online mode, the message is shown in the form of circle. A person can record himself/herself, use it as a front-camera or record on the rear camera. The benefit of this function is that users can do it not only in personal messages,

they can do it in their channels. The owners of channels can publish video messages there and film anything in online mode for their audience. Business channels can show current moment or situation of the event for its customers for example. Video messages cannot be photoshopped, it is online broadcast, so the business channel can improve its reputation by this function. (Telegram Messenger,n.d.)



Video Messages

Picture 3. Telegram video messages. (Telegram Messenger, n.d.)

Telegram is a unique app, because it includes messenger functions and features, which are inherent for those social networks as Instagram and Facebook. One of these functions is “story”, picture 4 illustrates how it looks in the app. Telegram gives the opportunity to publish your story from 6 hours till 48 hours. Before the update, stories function was allowed for those users, who had paid subscription to Telegram Premium, however the app decided to remove this restriction and now each user and each Telegram channel can publish a story. For business is a beneficial tool to promote itself. The amount

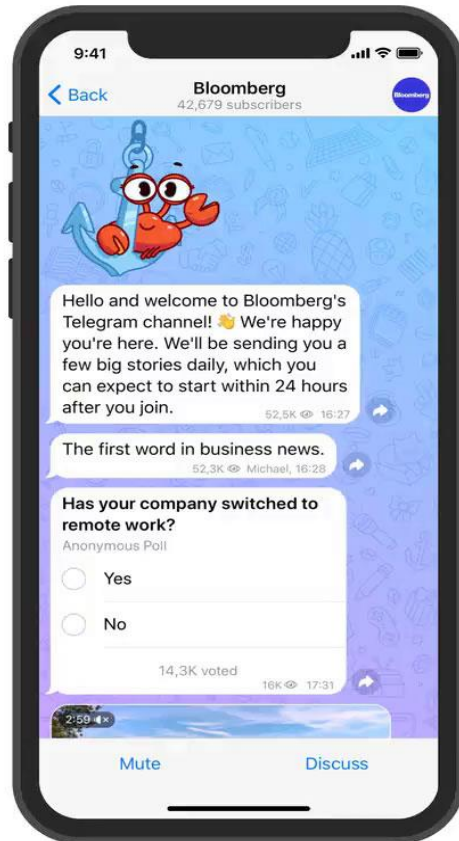
of content and channel activity make it more attractive and interesting for customers. (RBK Trends, 2023.)



Picture 4. Telegram stories. (Telegram Messenger, n.d.)

9.4 Telegram channels

In Instagram or Facebook users are accustomed to the home tab in the form of a feed. Telegram has a different content tab and it is called "Channels". The first function of Telegram is messenger, however the app is considered as a social media platform, because individuals or business can share its content in their own channels. Usually it has a certain theme, however if its is private channel it can be as a personal page about user's life. (Telegram Messenger, n.d.)



Telegram Channels

Picture 5. Telegram channel

Picture 5. Shows the example of Telegram business channel's appearance and how it looks like from the user's phone.

A channel looks like a tab with a name of it and a picture, which was installed by the owner. A channel can be private, so user need to apply to follows and wait the approval of the owner or public, so the user can watch the content immediately without subscription and follow it without approval. The content looks like message, however the viewer cannot send the answer back, only to leave a comment if it is possible in the certain channel. Users can publish photos, videos, file, geolocation, survey (anonymous or public), stickers, voice message, video message or a phone number.

Under the photos or videos people can leave the comments, however the owner can stop this function. If Instagram, for example, has feedback in the

form of likes, the Telegram has an extended version of giving the feedback – reactions. Reactions are different emojis, which people can leave, it can be used for example as a dislike, misunderstanding, satisfaction and etc. Reactions help the owner to understand the mood of followers on the author's content. However, the owner can limit some reaction, leave those, which he/she likes, there is also a possibility to make only one reaction, which followers can use. This function can be installed in the settings. Telegram became a unique platform for its users, because almost all of social media apps use only "like" button, but in this app they can give any feedback they want. (Telegram Messenger, n.d.)

In the file section user can upload any documents and format of it. Also, the photos can be published and a file and it keeps the better quality of it. Some social media apps have a problem with the quality of content, when the user posts it, the picture or video became unfocused, however in Telegram there is an opportunity of publishing the photo as a file, so it does not lose the internals. (Telegram Messenger, n.d.)

Geolocation-sharing looks like a map, so the user can the exact place. The owner of the channel can share the location point of himself/herself or can share any other places. For business it is convenient, because the store can publish its location on the map, so the clients could know where it is exactly. They do not need to waste their time to find the store. (Telegram Messenger, n.d.)

There is a possibility to make an online survey, so the people can vote for any ideas of the company's offers or questions. The survey can be public or anonymous. The name of the user cannot be shown with anonymous function. It is convenient for the company, because it can be the real opinions of its customers, because anonymous function gives an opportunity to them to give honest reactions. The owner of the channel can add several variants of answers for the question and he/she can choose "the choice of several responds", so the users can vote for two or more options. There is a possibility

of quiz mode, where the owner of the channel can add an explanation of it. (Telegram Messenger, n.d.)

Other options – stickers and phone number sharing are more beneficial for lifestyle channels, however it can make sense for some businesses. Stickers make the channel brighter and if the company uses suitable for its aesthetics stickers, the customers could appreciate the appearance of the channel. The phone number sharing can be useful for giving the customers the phone number of the company's manager or to the offline store, so the clients can call it, tapping one button and ask some information. (Telegram Messenger, n.d.)

9.5 Followers in Telegram Channel

There are several options of Telegram channel status – private channel or public channel. Private channel is suitable for people, whose channels is only for their friends and their personal life. Public channel usually is used for business. Nowadays, different companies start to use telegram as a business platform in Russia. For its citizens there is less option of social networks after the court's decisions of blocking Meta platforms, so Telegram became popular not only as a messenger, but as business platform also. Any company can sell and publish its products and services in their channel. The main difficulty is only in gaining followers. The number of followers is index of success and activity of the page or channel. When potential customers go the company's channel, they usually look at number of followers, because it shows the popularity of this firms. When the person or an entity decides to buy product or service, he/she/it wants to get good or the best quality, the number of followers influences on potential client impression. The number of followers shows how many people trust the company, how interesting it is for people or who wants to purchase. However, there is no function to buy promotion in Telegram, so target audience can see the channel's message. Telegram only gives the link, when the firm creates a channel, it can pin this link anywhere. It can leave it in

other messengers in its profile, send it to the customers by messages and email, leave it in offline store as a QR-code and etc. (Telegram Messenger, n.d.)

9.6 Influencer marketing in Telegram

Influencer marketing is a way of promotion with the help of people who has an influence in social media to reach customers. (Fathy & Jobber, 2015). This strategy is based on collaborating with influential personalities on social networks to advertise products and services. This approach has several key advantages that benefit companies. Influencers, due to their authority and trust of the audience, can effectively advertise products, stimulating interest and trust among their followers. When an influencer recommends a product, it can be perceived as advice from an expert, making the advertisement more persuasive. (Fathy & Jobber, 2015). In addition, collaboration with influencers opens up new opportunities for brands to attract audiences. Influencers have a unique base of followers who may be interested in a brand's products or services, which helps expand the potential customer base. They can easily integrate the products into their daily activities or share their experiences using the product, making the advertisement less direct and more appealing to the audience. Additionally, collaborating with influencers opens up new opportunities for brands to get creative with their marketing. It is important to note that influencer marketing provides more accurate metrics and analytics, allowing brands to measure the effectiveness of their campaigns and make real-time adjustments to achieve better results.

There are many popular channels in Telegram with a lot of followers. It belongs to celebrities, influencers, bloggers and etc. Business channels can buy advertisement post from them. Usually popular channels have the link to the chat, so the company can send a message there and ask about advertisement possibility and the price on it. If the parties have an agreement about the advertisement the firm receives it as a separate post. Influencer

marketing is the most common, convenient and successful type of promotion in Telegram. The benefit of influencer marketing is the trust of followers to the influencer, because the audience is familiar with his/her performances and knows the reviews of different services or products on the page. The followers and the influencer already have the connection, so the advertisement in his/her channel works more effectively, than simple promotional video. (Fathy & Jobber, 2015.)

9.7 Telegram Premium

On 20th June, 2022, Telegram has developed a paid version of the app. This subscription became very fast-growing paid subscription through the all messengers. According to the 2024 Telegram's data the app achieved more than 5 million users, who has bought a Telegram Premium. This update is useful for both ordinary users and business channels. The main advantages of Telegram premium are the possibility of uploading files up to 4 GB, increased download speed, voice-to-text conversation and etc. (Telegram Messenger, n.d.)

There are important benefits for Telegram business channels, which purchase Telegram Premium, the first one is saving messages of the clients to the cloud, all the information can be stored in the cloud, the firm can also access it from any device, for example from company's computer or from marketing manager phone and etc. It is convenient of the company has many devices, when several employees has an access to the company's channel and they are responsible for the marketing or work with the clients. If the Telegram is the main social media for the firm as for the case company, several people should control it, especially tracking customer messages. The second factor is extended browsing history. The company can have more detailed history of the browser, which allows and help to track who viewed the channel and when it was, so it can see potential customers. The third factor is many options for working with chats. In the presence of Telegram Premium, the company has an ability to add up to 10 000 participants of a

group chat. It is important if it has chat newsletter for those customers, who wants to be the first to know about the company's news. The fourth factor – improved protection. Telegram Premium gives the opportunity to have password or fingerprint to protect the data, with the app keeps. For companies it is very important, because it has data of the clients, projects, business, statistics and etc. The employees who are responsible for the social media and working with the clients or company's trustee can know the password, so outsiders cannot access the app. The fifth factor is new emojis, stickers and new design possibilities of the channel. From the first sight of glance this factor seems unimportant, however many people appreciate aesthetics and the channels look more interesting and attractive. The design is no less important than the content of the channel. Most of the people perceive the page by its appearance. The company can match the emojis and stickers to its corporate style. (Telegram Messenger, n.d.)

10 TELEGRAM CHANNEL SETTING

A Telegram channel for online marketing development was created for the case company based on empirical research and the theoretical part. The details of the case company's Telegram channel can be found in Appendix 1, due to the reason, that the company is not ready to share information and content of the Telegram channel, which reflects its business model and unique channel development strategy.

Firstly, the channel had only the name, main picture and the personal link. Secondly, the author drew up the plan, which includes design, content and information points. It was done before the process of setting up the channel. The actual creation process began according to plan. It was necessary to take into account the thesis, an interview, an observation of the meeting about

marketing innovations to improve online marketing and implement the wishes of the case company to achieve the main goal of the project.

The channel has a various content, in the process of implementation, the author switched the format of the content to catch the attention of followers in future. The channel consists of publications that the case company wanted to post on a social network, including photos, video content, video-messages, a survey and stories. The Telegram channel includes the best publications of the company to create bright moments and improve the appearance of the page on the social network. The Telegram channel uses the case company's own images to initially show users its real photos and videos from the workplace and various events. The author also used videos that she filmed by herself at the event – at the birthday of the Geenway company with the permission of the CEO.

In addition, the author developed a sequence for publishing posts and demonstrated by example how the content should be one after another. There is a demonstration of using different functions in a channel and how to attract more followers by actively interacting with them through it. The author showed how the firm can redirect a client to private messages to order services for purchases in Telegram. Using the example of various posts, the author showed to the case company how to use their ideas in Telegram posts, and she also showed how they can search their ideas and what they can learn from them. As a result, this channel is a kind of guide to creating a brand page in Telegram and there are clear examples, which show what they should do in the future.

After the project is completed, the company will immediately receive a ready-made channel with already created and edited posts. Information of creating a Telegram channel was collected from this thesis, from Telegram and from the author's personal experience in Telegram.

10.1 Target audience and its behavior

The author is only responsible for setting up the telegram channel, but this is done, taking into account the future perception of clients on it. Therefore it was based on the target audience. This group includes middle-aged Moscow and Moscow region citizens, who wants the organization of team-building event, celebration, forum, seminar or press conference. Usually it is legal entity – a company, however it can be an individual. Their desires to receive a professional organization of their event. This service usually expensive, so they need to be sure about the case company's competence in the event field. Telegram channel must to show the customers the content, which will satisfy their expectations. They should be calm about the quality of the service. This point means, that the case company must also show professionalism in running a social network.

The important goal is to guess the needs of consumers. The author identified several: convenience, visual, aesthetics, understandability. It should be convenient for clients to use the case company's Telegram channel, all important functions should be available to them. These are reactions to posts, comments under them, the ability to open and play photos/videos, and go into a personal chat with the company. The author has made all these functions accessible and open to consumers. The channel visual is made in one color scheme with a specific style for posts. The title of the post is written in bold font and the main points of the text are marked with circles/emoticons. Stickers are used from the Telegram Premium set for better visual effect, so the post looks more professional. The main color was taken - yellow, it reflects positivity and sunlight, so the client will be immediately in the mood for something pleasant. The author decided to give users the opportunity to leave different reactions to a post, both good and negative, in order to understand their attitude towards posts and telegrams to the channel as a whole. The company must understand that customers switch to the channel to order events, view examples of events, learn more about the company, for the sake of personal interest. The channel should be formal, but not as formal as a website for example, so that the client has an interest in following the channel,

so that it does not seem boring to him. The text of posts should also be understandable to users, it should not be unclear, too abstruse, with unnecessary information. The text has to be meaningful, reflect the truth about the company's activities, be interesting and well-written, and in general it should be easy to understand. The company must be aware that customers have different purposes for visiting the channel, so it is important to try to meet all types of customers, to be customer-oriented, since this channel was created just for them and promoting services for consumers, that is, they are the main evaluators.

10.1.1 Factors of consumer behavior

The chapter about consumer behavior detailed the factors that are important to customers - uniqueness, sustainability, relevance, aesthetic appeal and brand loyalty. Some of them can be applied to the telegram channel. The uniqueness of the channel can create interest among people. The channel may have its own features that competitors and other Telegram channels do not have. In the case of a company case, it is an idea with various headings. Relevance is responsible for systematically maintaining a channel with features and trends, which are new. The channel should not lag behind trends both in the company's field of activity and Internet trends. The company's Telegram channel, after installation, corresponds to trends, as it uses all the functions offered by Telegram and designs the channel in accordance with the trends that are currently relevant. This is the use of Telegram Premium, high-quality and modern video editing, current photos from events, etc. Aesthetic appeal demonstrates the visual factor, does the client wants to see the company's channel or not. If the channel does not have its own style or is outdated, then the user will immediately leave the page, but the company's goal, on the contrary, is to attract and interest him, so the author proposed a special design for the company's case page. Basis - yellow color, official logo, ease of reading text with highlighted paragraphs, etc.

10.1.2 Types of consumer behavior

The channel set up in that way, which suits all types of consumer behavior – complex behavior, uncertain behavior, habitual behavior and search behavior. When the case company make a post, it needs to think whether this publication meets the expectation of each type of client. This way of thinking is client-oriented. It can help to catch the attention of many viewers, so they want to leave on the channel, to see more or even to order a service.

10.2 Online marketing features in the Telegram channel

The author implemented the “step-by- step” digital marketing strategy development. The marketing channel was chosen based on the current situation in the country and the activity of users in the Telegram. Unique selling proposition is not ready yet, because the company still search it, however it knows, that the point – “to despair of the crowd” is beneficial for the business. After this step the content plan was made. It included different publication types and functions, which are available in Telegram – photos, videos and etc. The author decided to make varied content for the users’ interest. The order of posts was chosen as follows – greeting, informative post with the photo about activities, the information about the company with the photo, reviews, videos from events, survey, video-messages. The author recommended to post the content in this order, so the followers could see different, but structured content all the time. Also, the stories should be actively posted and beautifully designed. The case company should promote marketing tasks. If the company has a certain goal, it needs to try to achieve it online. For example, the author’s mission is set up the page in that way, so the case company can attract as many new followers as possible in the future, therefore the strategy is to actively post different content.

Social media has become an important tool for marketers to effectively attract audiences, interact with customers and promote the brand. Using social media

platform, the case company can launch targeted advertising campaigns, analyze consumer data, and deepen relationships with its target audience. Proper use of social network's page in online marketing can significantly increase brand awareness and improve conversion rates.

Marketing on social networks has distinctive features that the author took into account and applied to the case company. Users are active participants in the content, they not only watch the company case page, but can also post photos/videos from the company case event. Next is video content: this type of content is very popular, especially in the story format, and it also requires adaptation of marketing strategies. Video shooting should be professional and display the main events, possibly information. The next point is personalization: by understanding the target audience and their potential desires, the author has an idea of what kind of content they will like and what format it might be. The author tried to create more personalized approaches to communications. For example, the content will be aimed at middle-aged Moscow residence who own the organization, work in it or simply want to get a quality event organized. Therefore, the content should be formal, but the use of appropriate stickers and different design options that reflect the theme of the company and its activities can be published. Cross-platform strategy includes developing a strategy for a specific social network, taking into account its features and target audience. This includes using various functions of the Telegram channel, such as photos, videos, video messages, surveys, links to personal chats with case studies, stories, etc. Effective interaction with clients: the author tried to create all the conditions for easy communication within Telegram, so that it is not difficult for the client to contact the case company within it. Social networks require efficiency and emotional interaction; they have also become the main channel for customer feedback.

These points reflect the main directions of online marketing in social networks and help the company understand how it should develop further and what should be changed.

10.3 The Telegram channel's structure and content

The Telegram channel for Producer center fashion style was created on April 21, 2024. The author created the channel by using the button "to create a channel", then she uploaded an official photo of the case company and wrote the name of the company. After these steps the author had a choice to make a channel public or private, she chose public, so all users can see it and she got a personal link for the channel. The link was made with the title of the company. There was a button "prohibit copying", so users can not do screenshots, but the author did not use this function. Also, there was a possibility to invite people to the channel, at first the author invited the CEO of the case company. After these actions the channel was ready. The company received its own personal channel, personal username, which makes it possible to go to private messages and the personal link to the channel, so everybody can go there and follow. It can be found in the first picture of Appendix 1. The username was taken to be the same as the company name so that users could easily find it. With this feature, a company can receive messages from customers directly. The Telegram channel has its own cover, which is a corporate picture of the case company and a description, which gives an opportunity to users in reading the main information and variety of services. When creating the Telegram channel, Telegram premium was used, the functions of which were described in the chapter above. Telegram Premium helps to make the channel more aesthetic, including special stickers and highlighted headings of the posts. The case company also received advice by an email with the explanation about its acquisition and the aesthetic appearance of the page.

10.3.1 Introduction, home tab and appearance of the channel

The author started the channel with introduction the case company to the followers, so she posted the greetings publications in the format of team photo and the greetings text to get closer with them.

When the users open their home tab, they can see the case company's channel with its name "Producer Center Fashion Style" and its main picture. After the users open the channel they can see different content, including photos, videos, video-messages, surveys and stories. The case company has its photos and videos from different events, where it uses in the channel in posts to show to the viewers the team, the examples of different events, the participants and their activities. The viewers can see what they can expect from the service. The photos and videos were selected to match the topics of the posts. Some of it were on the case company's Instagram page, it has now been moved to the Telegram channel. The recording of some videos was made by the author of the thesis, while working at the event "The birthday of Greenway company", which the case company has held. The author was there as a content maker. The CEO of the company gave this opportunity with the goal to make a content for the new Telegram channel.

All the information under the posts was taken from the company's cases and ready posts and was published by the author of the thesis on its Telegram channel. The information is in Russian language, however it was translated in English for the thesis project. The posts include the information about team building, getting to know the company, reviews, memories and moments from the events. The content in the channel is various to make it more interesting for the readers. The goal of informational content is to convey to the readers knowledge about the company, its activities and team building.

These publication and information were made for the increasing brand awareness. Telegram gives an opportunity to share the content with users. People can do it, the company and channel can become more popular and attract more followers in the role of potential customers.

10.3.2 Video-messages

The goal of creating Telegram channel is to attract old and new customers to the new social media page. In the process of development it is very important to use all functions, which the app offers. The followers could see that the

case company knows the platform well and it has advanced level of using the functions of the app. In this case the author offer to use video messages The author of the thesis offers three directions for use video messages. The first is to record it with the purpose to convey the details of proposed service. The second is to use video messages as “Question-Answer” rubric. Usually people have same general questions and it is time consuming process to tell the same answers to everyone. The case company could collect it and then answer these questions in video-messages. And the last function of video-messages is online broadcast of different events, so the people could see the real activities of the case company. Video-messages cannot be record in advanced and be posted later. It is only in online mode, so the customers could see, that company does not lie and it shows real events. The author implemented this system of posting video messages in the Telegram channel with the approval of the company’s CEO.

10.3.3 Stories

The next innovative function is Telegram stories. People are used to stories function, they have it in the most of social media platforms, however for the Telegram it is new. When Telegram started to implement this function, it was only for those users, who had Telegram Premium, however it decided to allow for all users. This function is still a special tool for the Telegram channel promotion. The stories content is based on the news of the company, memories from different events, some discounts coupons to those, who watches the case company’s stories. The most important factor in stories is the activity of the case company there. The content could be various. The author implemented in the frames of the project memories of the last events and gave the advice to the company of using coupons and broadcast there in the future.

10.3.4 Private chat with clients

The case company has a personal user name, it allows to go to private chat with it. This chat is need for the reason if customers want to ask questions, order a service or write the review of the service. The operator will answer all questions and requests. The case company wants to make this function even more convenient and hire an employee, who will responsible for the fast answers, so the customer will not wait for long.

10.3.5 Followers and influencer marketing

The author offered to use influencer marketing as a advertisement to promote the Telegram channel. The CEO of the case company was not ready to spend the budget on it, because she wants to see how followers' growth will go its own way, but she will keep this opportunity in mind. She also need to find the most suitable influencer candidate, based on the target audience. When it is necessary the case company can analyze different Telegram channels to understand the statistics of popularity of it and define the budget for it. In the beginning of running a Telegram channel the case company wants to try to develop by itself. It will leave the link on the old Instagram page, so the viewers, who still use this social media can go to Telegram from it. The case company will give business card to the clients with the link to its Telegram channel. There is also a possibility to find the case company's page in search section of Telegram by writhing the company's name.

10.3.6 Telegram Premium

The author used a Telegram Premium function. It is paid and the case company allocated 1990 rubles or 20,21 euros to have it. Telegram Premium gives an opportunity to use better design, stickers and advanced font. Customers appreciate the aesthetics of the social media page, it gives them understanding, that the company cares about the style, image and it offers

the quality not only in the performance of the service but in the visual. Also, using Telegram Premium, there is an advantage in uploading files up to 4 GB with fast download speed. It is important factor to the case company, because it usually has many photos and videos from the different events, the file size should not interfere with the publication of content.

10.3.7 Results

Telegram is a platform, which gives an opportunity to create a business channel to promote the company's service. However, it is important to know more about the functions of the app. It is easy to create the channel, but it is difficult to make it attractive and aesthetic for the customers. The main goal for the case company is to achieve their attention. Therefore, the author not only set up a channel, she implemented the holistic strategy for creating a convenience page with interesting, informative and various content by learning the basics of online marketing and opportunities of Telegram. Each function and publication were considered from the view of potential customer, consequently all the content has been verified in such a way that it reflects the actual activities of the company and promote the business through an interesting description. All the necessary functions of the app were studied well to professionally use it in the channel. The author implemented all the assignments of the project, including selection of suitable social media, creating a social media channel, working with the design and functions of the app, developing, and getting ready social media page. The channel of the case company "Producer Center Fashion Style" is a unique development by the author of this thesis for the implementation of a successful project in the field of online marketing.

11 CONCLUSION

The research questions listed at the beginning of this thesis regarding online marketing were answered. Now the author knows how to develop online marketing of a case company, its capabilities in Telegram, how to attract more followers, receive brand awareness, what content and strategies are best for the case company, how to use Telegram to get the best results from it. The author did not have any limitations of doing the project, all the information was available for the research and the empirical part was completed without any issues, except the collecting data of the social media monitoring, it took a lot of time for analysis. However, the case company' CEO supported the author throughout the performance of the project by telling necessary information and giving advice.

Setting up a Telegram channel included ready-made example posts for the company and tips on how to attract followers and clients. Telegram as a new marketing tool needs constant development and requires a lot of time to develop. Now it's clear for the author how to use the Telegram channel and how to promote it. There were important skills to her for the future working-life.

In the process of the setting up the channel and in the project as a whole, the ethics were respected. All the secret information of strategy, plans and policy remained within company's framework. All the publications reflect only the company's value.

The main results of the project can be found in the empirical part and Appendix 1, which show the case company's Telegram channel. It will develop the company's marketing in the future. The case company already had some kind of basis for marketing in Instagram, but they were forced to switch to a new platform and during the author's research, they found a suitable platform. The company wanted to have more experience in Telegram, since this social network is new to them and they would like to promote their channel among their clients, since the Telegram channel has

become their most important tool in marketing communication on social networks. The company was an outsider with experience in online marketing, but the author helps them find a new platform and other development features, as well as help them promote the brand. The meeting on the development of online marketing also noted very important points regarding the choice of Telegram as the main platform. The case company receive a ready social media page, which it can use after the thesis project, what make it valid, reliable and beneficial. After the author give a channel to “Producer Center Fashion Style’, it can run the channel and create the ideas of development by itself. This project helps to the case company to open new opportunities for its business with help of using more popular social media app and getting new customers from there. “Producer Center Fashion Style” received knowledge about one of the most famous social network in Russia, this factor can promote the company on the market more successfully, than it was before. The author achieved her goal in developing online marketing and in successfully creating Telegram channel for the ‘Producer Center Fashion Style”.

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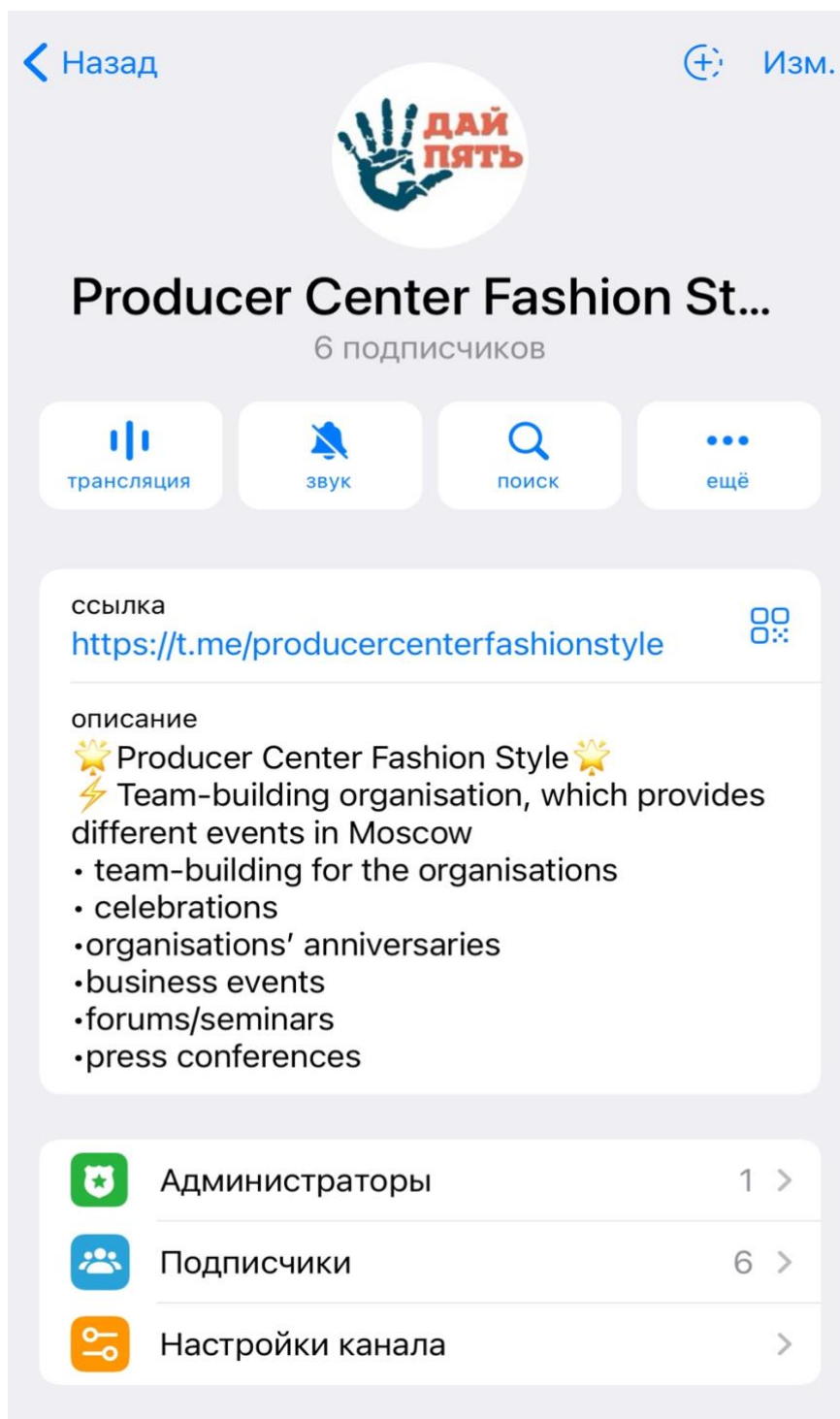
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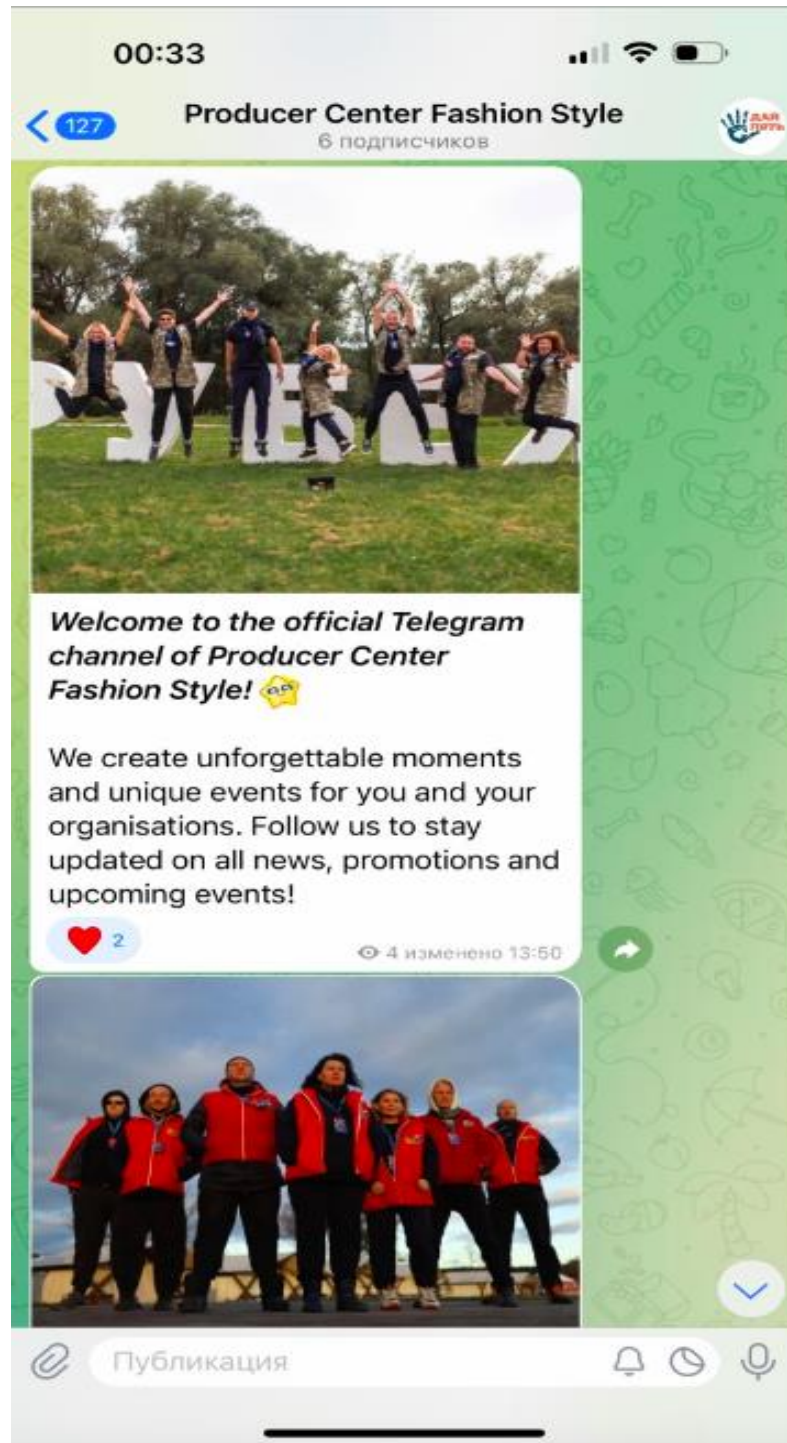
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APPENDIX 1: PRODUCER CENTER FASHION STYLE'S TELEGRAM CHANNEL






00:34 📶 🔋

127 **Producer Center Fashion Style** 
6 подписчиков

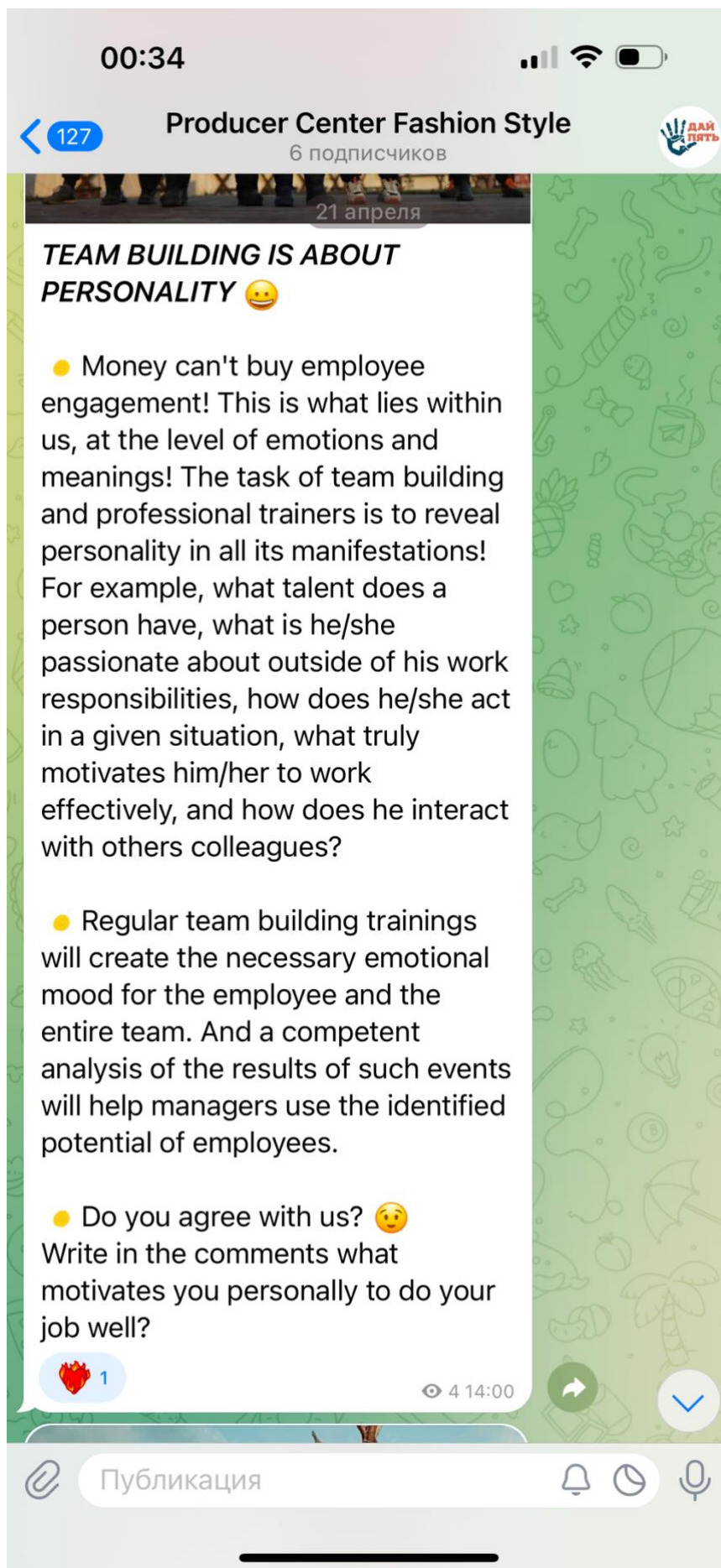
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






TEAM BUILDING IS ABOUT PERSONALITY 😊

- Money can't buy employee engagement! This is what lies within us, at the level of emotions and meanings! The task of team building and professional trainers is to reveal personality in all its manifestations! For example, what talent does a person have, what is he/she passionate about outside of his work responsibilities, how does he/she act in a given situation, what truly motivates him/her to work effectively, and how does he interact with others colleagues?
- Regular team building trainings will create the necessary emotional mood for the employee and the entire team. And a competent analysis of the results of such events


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00:34   





 127 **Producer Center Fashion Style** 
6 подписчиков

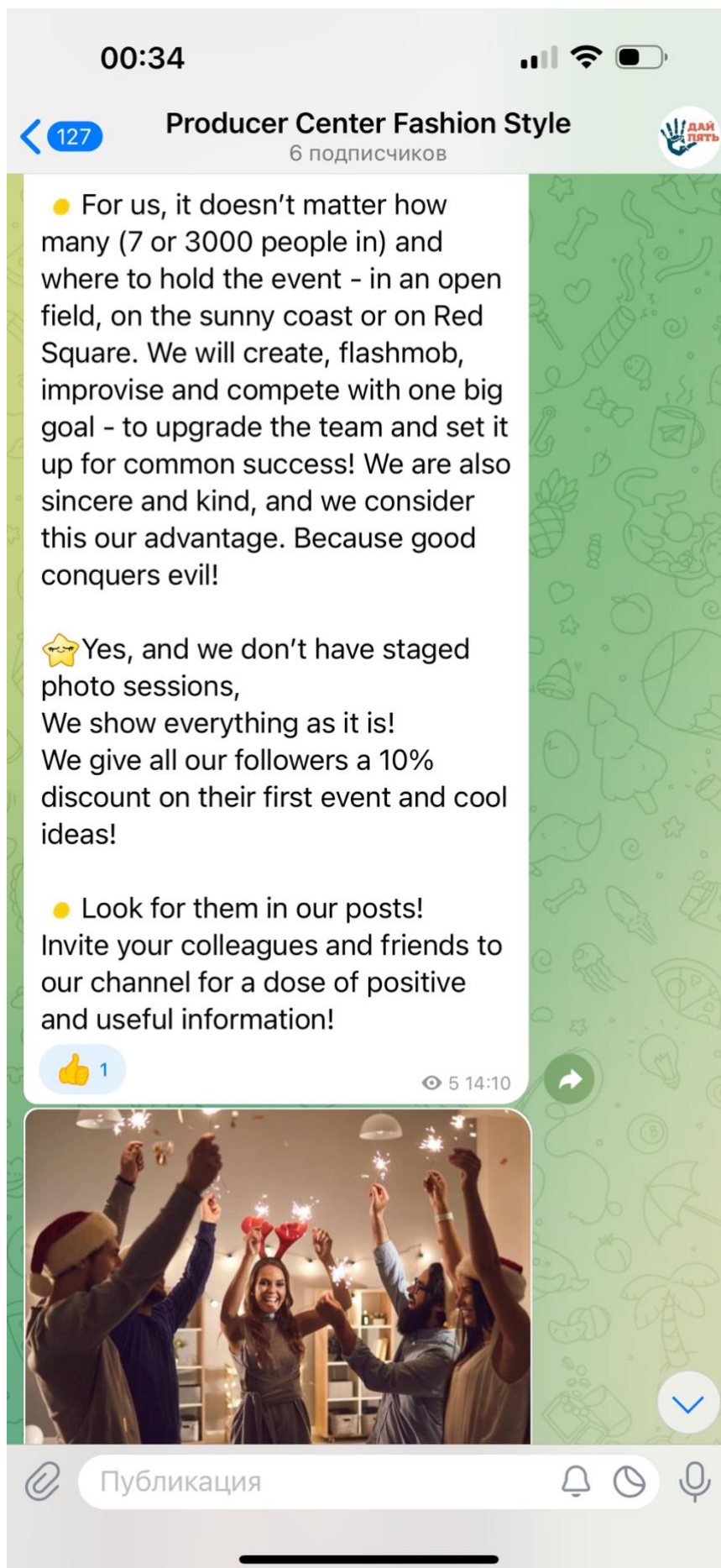
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






Let's get acquainted and get closer! 😊

- We are coaches, actors, organizers of fun, energetic team-building events. Team building is our life, we enjoy the process, charge us with emotions and give happiness to everyone!
- For us, it doesn't matter how many (7 or 3000 people in) and where to hold the event - in an open field, on the sunny coast or on Red Square. We will create, flashmob, improvise and compete with one big

 Публикация   



00:34   





 127 **Producer Center Fashion Style** 
6 подписчиков




● **Why do we need team building training?**



“Everything is very simple and quite complicated. The simplicity is that there is nothing better than “game”. In it we can live a hundred lives and experience an incredible variety of everyday situations: meeting new people, understanding who you are on the team and who you are on the team in general.

The difficulty lies in the fact that people find it difficult to make contact with their new environment, and this is just the tip of the iceberg. Everyone is simply afraid of making fools of themselves. It is even more difficult for the trainers themselves, who must simultaneously be organizers, psychologists, moderators, mediators and have increased empathy.


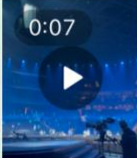


I was lucky enough to attend one of the best team building classes, under the leadership of Yulia and Fedor Fedotov, the Producer Center Fashion Style. In a matter of minutes, the trainers not only brought us up to speed, but also charmed us and filled us with their energy. The ease of perception and at the same time a serious approach to business made it possible to feel the informal atmosphere, and also had to “sweat”



 Публикация   


09:18   

 131 **Producer Center Fashion Style**
5 подписчиков 




Сегодня


 Video-memories of the Greenway company birthday 


If you want to have the same bright and amazing celebration, then contact us 


[@producercenterfashionstyle](#)


 1  4 09:02 

We want to answer your frequently asked questions 😊 which topic should we consider first?
Анонимный опрос

 How we organise team-building events?

 How many days in advance do people need to submit applications for organising event?



 Публикация 