

# Nescafe and social media

[Media](#), [Social Media](#)



## **INTRODUCTION**

Aim of our project: The main purpose of our project is to define the social media impact on our product.

We explore the principal concepts and tools of successful marketing strategy, from market segmentation and product positioning to designing of distribution channels and communications strategy. To thrive in a highly competitive marketplace, companies must develop marketing plans that align them with their customers and differentiate them from their competitors. Without integrated and innovative strategies, corporate leaders will struggle to create value and generate growth. The reason for choosing NesCafe as a discussing brand is because of the wide range of activities in which the company is involved.

Their huge campaigns, reflected in all kinds of social media, are an attempt to create a global brand positioning for Nescafe's portfolio of coffee brands that explored how the catalytic nature of coffee made the world a more interesting and richer place. The opportunity of interacting among people gives the customer a fresh insight about the competitive advantage and potential of the unique goods and services your organization offers. THEORY  
Marketing concepts

## **MARKETING ENVIRONMENT**

Every company operates under particular conditions that influence its ability to serve customers.

The microenvironment consists of actors close to the company, such as suppliers, intermediaries - combining efforts to create value; competitors -

trying to serve customers better; publics may have impact on firm's performance; customers - the most important. The macroenvironment includes larger forces that affect the whole internal environment. Those are beyond the control of a single company and thus they shape the opportunities and threats for the business - demographic, political, economic, cultural, societal, technological.

## **STP ANALYSIS**

The strategic marketing planning process flows from a mission and vision statement to the selection of target markets, and the formulation of specific marketing mix and positioning objective for each product or service the organization will offer. The marketing logic followed should present the organization as a value creation and delivery sequence, resulting in profitable customer relationship. In its first phase, choosing the value, the strategist " proceeds to segment the market, select the appropriate market target, and develop the offer's value positioning.

The formula - segmentation, targeting, positioning (STP) -is the essence of strategic marketing. " (Kotler, 1994, p. 93).

## **SEGMENTATION**

Market segmentation consists of the partition of the market to distinct groups with different needs and wants with the purpose of selecting one or more market segments which the organization can target through the development of specific marketing mixes that adapt to particular market needs. **TARGETING** From the determined market segments a company

chooses a target market - group of customers that the business has decided to aim its marketing efforts at.

It is the one for which the firm could create maximum customer value.

## **POSITIONING**

Positioning of the product is determining the place it takes in consumers' minds. Efforts are put to differentiate the product from competitors' products, so that it could be accepted as unique.

## **MARKETING MIX**

Thus the overall marketing strategy is outlined. The next step is to choose the most appropriate marketing mix - the 4Ps that will bring the company the best response to its wants.

Product - the portfolio of goods-and-services the company offers to the target market  
Price - amount of money to be paid, adjusted to the current competitive and economic situation, in line with buyer's perceptions of the product's value.  
Place - all the activities that make the product available to target consumers, including intermediaries, distributors, sellers.  
Promotion - all the activities that present the unique characteristics of the product and persuade the customer to buy it.

## **SWOT ANALYSIS**

The SWOT analysis is an extremely useful tool for understanding and decision-making for all sorts of situations in business and organizations.

SWOT is an acronym for Strengths, Weaknesses, Opportunities, Threats. SWOT analysis headings provide a good framework for reviewing strategy,

position and direction of a company or business proposition. Use SWOT analysis for business planning, strategic planning, competitor evaluation, marketing, business and product development and research

## **SOCIAL MEDIA**

Social media are forms of electronic communication (as Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content.

Andreas Kaplan and Michael Haenlein define social media as " a group of Internet-based applications that build on the ideological and technological foundations of Web 2. 0, and that allow the creation and exchange of user-generated content. Furthermore, social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create , discuss, and modify user-generated content. It introduces substantial and pervasive changes to communication between organizations, communities and individual.

Classification By applying a set of theories in the field of media research (social presence, media richness) and social processes (self-presentation, self-disclosure) Kaplan and Haenlein created a classification scheme in their Business Horizons (2010) article, with six different types of social media: collaborative projects (for example, Wikipedia), blogs and microblogs (for example, Twitter), content communities (for example, YouTube and DailyMotion), social networking sites (for example, Facebook), virtual game worlds (e. g. , World of Warcraft), and virtual social worlds (e. g. Second Life)

Technologies include: blogs, picture-sharing, vlogs, wall-postings, email, instant messaging, music-sharing, crowdsourcing and voice over IP, to name a few. Social media in business There is an increasing trend towards using social media monitoring tools that allow marketers to search, track and analyse conversation on the web about their brand or about topics of interest. This can be useful in business management and campaign tracking, allowing the user to measure return on investment, competitor-auditing and general public engagement. There are valuable types of information that show the engagement needs of the social media audience.

For instance, LinkedIn users are thought to care mostly about identity, reputation and relationships, whereas YouTube's primary features are sharing, conversations, groups and reputation. Many companies build their own social containers that attempt to collect more concrete information for their brands. On the other hand social media containers such as Google+ or Facebook and also Twitter could provide a business with unbiased, realistic, honest opinions and attitudes, as they are not specially stated for marketing purposes, but for friends or just self-expression.

Company faces significant challenges in dealing with viral negative sentiment directed at organizations or individuals on social media platforms, which may be a reaction to an announcement or event. [15]

## **SOCIAL MEDIA MARKETING**

Social media marketing refers to the process of gaining website traffic or attention through social media sites. Social media marketing programs

usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks.

A corporate message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself. Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media. Social media has become a platform that is easily accessible to anyone with internet access. Increased communication for organizations fosters brand awareness and often, improved customer service. Additionally, social media serves as a relatively inexpensive platform for organizations to implement marketing campaigns.

Social networking websites allow individuals to interact with one another and build relationships. When products or companies join those sites, people can interact with the product or company. That interaction feels personal to users because of their previous experiences with social networking site interactions. Social networking sites and blogs allow individual followers to “retweet” or “repost” comments made by the product being promoted. By repeating the message, all of the users connections are able to see the message, therefore reaching more people.

Social networking sites act as word of mouth. Because the information about the product is being put out there and is getting repeated, more traffic is brought to the product/company. Through social networking sites, products/companies can have conversations and interactions with individual followers. This personal interaction can instill a feeling of loyalty into followers

and potential customers. Also, by choosing whom to follow on these sites, products can reach a very narrow target audience.

Social networking sites also include a vast amount of information about what products and services prospective clients might be interested in - marketers detect buying signals, such as content shared by people and questions posted online. Understanding of buying signals can help sales people target relevant prospects and marketers run micro-targeted campaigns. In the context of the social web, engagement means that customers and stakeholders are participants rather than viewers. Social media in business allows anyone and everyone to express and share an opinion or an idea somewhere along the business's path to market.

Each participating customer becomes part of the marketing department, as other customers read their comments or reviews. The engagement process is then fundamental to successful social media marketing.

## **NESCAFE HISTORY**

Nescafe is a brand of instant coffee made by Nestle. It comes in many different product forms. The name is a portmanteau of the words " Nestle" and " cafe". It was in 1930 that the Brazilian government first approached Nestle to find a way of making a quality cup of coffee simply by adding water, whilst retaining the coffee's natural flavour. Sounds simple, right? Wrong.

It took seven years of research to perfect. Yes, seven years of blood, sweat and tears went into the first cup of NESCAFE (not literally though). And so, in the spring of 1938, NESCAFE was first launched in Switzerland. The rest of



the world soon followed. Understandably, the Second World War hindered NESCAFE's progress. But all was not lost. In fact, the American forces played a key role in re-launching NESCAFE in Europe when it was included in their food rations. By the 1950s, coffee had become cool. And everywhere you went you wanted to find your favorite blend. So, NESCAFE fans grew in abundance.

NESCAFE continued working to perfect great tasting coffee and in 1965, introduced the first freeze-dried soluble offering - Gold Blend. And just a few years later, we invented a new technology to capture more aromas and flavors from every single coffee bean. Then in 1994, we created the 'full aroma' process, making the unique quality and character of NESCAFE even more distinctive. Since then, NESCAFE has remained firmly at the forefront of sustainable coffee farming and product innovations worldwide. With the continual introduction of new blends, we aim to satisfy coffee lovers just like you.

## **PORTFOLIO**

Nescafe's products are divided into two main categories: Coffee Products and Coffee Machines. Each product is separately introduced by its own characteristics and each is distinguished by its purpose and most appropriate usage. Nescafe Classic - Rich and full flavored. Nescafe 3in1 - Sweet and Creamy. Nescafe Gold Blend - Smooth taste, rich aroma. Nescafe Green Blend - Roasted and unroasted coffee beans. Nescafe Cappuccino - Light and frothy. The full list of products is different for each of the countries, in which they are offered, as suggested by Nescafe's main global strategy - "think globally, act locally".

The Coffee Machines DOLCE GUSTO are new addition to the company's portfolio. They have become popular and successful products ever since their introduction, mainly due to professional advertisement.

## **MISSION STATEMENT**

Nescafe is part of the giant Nestle, so it adopts the mission of the whole corporation, namely: " Good Food, Good Life" However Nescafe products play vital role due to its high performance in finance. The goal is to make Nescafe consumers' prefer choice throughout by giving them best experiences with new tastes of Nescafe products.

To bring NESCAFE to people around the globe, providing a " 1 NOW 1 NESCAFE" to satisfy every aspect of needs. General Objective: The objective is to be the leader in Nutrition, Health and Wellness, and the industry reference for financial performance, trusted by all stakeholders. COMPANY'S STRATEGY " We are seeking to achieve leadership and earn that trust by satisfying the expectations of consumers, whose daily choices drive our performance, of shareholders, of the communities in which we operate and of society as a whole.

We believe that it is only possible to create long- term sustainable value for our shareholders if our behaviour, strategies and operations are also creating value for the communities where we operate, for our business partners and, of course, for our consumers. We call this " Creating Shared Value. "

NESCAFE'S MARKETING Analysis Marketing Environment Microenvironment Nescafe helps and supports the agriculture/producers of coffee beans, thus creates close relationship with its suppliers. Uses various types of

advertising, promotions, research tools, social media and websites to maintain relationship with its customers as well.

One of the most successful are the games, which take place periodically all around the world. In order to please the public Nescafe incorporates a lot of socialresponsibilityactions, environmental friendly practices and values highly the quality of its products. 9 There are also other brands that offer instant coffee, but at least in Europe Nescafe is far ahead its competitors. While in America it lags behind Maxwell House - the instant coffee of Kraft Foods. Macroenvironment The macroenvironment of Nescafe can not be generally determined as it is different in the different countries.

However Nescafe successfully copes with this situation adopting the flexible strategy - " think globally, act locally". STP ANALYSIS SEGMENTATION AND TARGET GROUPS Nescafe uses mainly age segmentation and targets mainly young people with very active lifestyle, who might need additional energy or who do not have time to prepare coffee. 1. Working Adults (Primary) 2. Students-University, Academy, High School (Secondary) 3. Senior Citizens (Third party) Geographical segmentation is also part of the Nescafe global strategy.

They alter it according to geographical and cultural particularities of the region. Here are some other factors Nescafe uses to segment the market and target its customers more efficiently: Young adult cafeculturesegment: They target this segment with their new latte range, along with the advertising, sales promotion and the competition to win the lounge seen in the advertisements. Upscale, quality driven, higher income consumers: Their Nescafe Gold range and exotic tastes such as Alta Rice are aimed towards

such consumers, where the price and quality are higher than that of the general blends.

Middle-class consumer (no age target): Nescafe targets such a large segment with their Blend 43, Mild Roast and Espresso products. The consumer gets an economical benefit, as well as a quality product.

**POSITIONING** Most of the campaigns call on “wake up” or “wake up 5minutes earlier”, so it tries to occupy its customers` first thoughts in the morning. Another part of the campaign aiming at teenagers and the youth stresses on the “cool” appearance with a cup of Nescafe (for example the “unexpectedly good combination 3 in 1” ad in Bulgaria).

The brand also wants its customers to think of Nescafe whenever they feel tired or with lower level of energy, e. g. at the end of the work day or after sports activities. In all the presentations of the brand the cup of coffee is shared by colleagues, friend, couples, so that it could be accepted as symbol of sharedhappiness. A lot of efforts are put in order to be accepted as healthy products of high quality.

## **MARKETING MIX**

**Product** - Nescafe is the world' s leading brand of coffee. Its portfolio holds variety of Coffee Products, different for each target group.

**Promotion** - Promotion is playing very important role in boosting up the product image and creating demand. Nescafe is heavily promoted and that  
**Elements:** Advertising, Personal Selling, Sales Promotion, Publicity. As one of the largest companies in the world, Nestle is able to launch extensive advertising campaigns around the world. **Place** -The company fucuses on

placing its product at different markets. Available to all retailer stores, cafes, restaurants, now even vending machines. Price - it offers quality products at a reasonable price.

It uses a premium pricing strategy to signal its quality and strong brand attributes. SWOT Strengths ? Broad geographic coverage ? Global leader in instant coffee ? World number one in other hot drinks ? Strong brand portfolio ? High levels of research and development expenditure ? Solid financial base ? Capacity to pass on costs Weaknesses ? Reliance on mass market ? Limited presence in tea ? Increasing bias towards low-margin products ? Bias towards caffeine-based products ? Negative ethical image Opportunities ? Strong growth forecast in Asia-Pacific ? The premium trend ? The health trend ? Ethical consumerism ? Cross-branding Threats ? Sluggish prospects in developed markets ? Coffee machine competition ? Rising costs ? Competition from beyond hot drinks

## **ADVERTISING**

Nescafe employs a “ think globally, act locally” marketing strategy. According to Keegan and Green, “ Nescafe Coffee is marketed as a global brand, even though advertising messages and product formulation vary to suit cultural differences” . Nescafe’s marketing campaign is global in the sense that the company uses the same symbols worldwide, such as the renowned coffee mug and Nescafe logo.

However, Nescafe tailors its campaigns to suit diverse consumer attitudes and preferences. For example, marketing advertisements targeting different locations and regions often are different in terms of copy (message and

language) and advertising appeal (rational vs. emotional). For the emotional appeals, Nescafe is trying to tug at the heartstrings of coffee drinkers. The emotional appeals are similar in that Nescafe wants to be a part of their consumer's day. For the most part these advertisements do make sense when compared to the cultural factors of each specific country.

In different countries the Company uses diverse methods for advertisement and appeal to customers. For example comparison between Germany, USA and Argentina was made according to which in Argentina the ad has an emotional appeal rather than rational; it seeks to associate drinking a Nescafe with having a pleasant day that coincides with your pleasurable coffee? drinking experience. As Germans place great emphasis on structure and routine, Nescafe's placement of the product as being used during a specific moment during the day (the "break") makes sense.

Germans are typically busy people; therefore positioning the product as a respite from the hectic daily schedule is well done; even the simplicity of the ad adds to the feeling of tranquility and getting away from the rigors of every? day life. Nescafe is promoting the visual of the individual packet in order to appeal to the typical highly individualistic American, as in this package is made "just for you". Geared towards people that are on? the? go, the ad appeals to the American that is constantly moving and views time as indispensable and finite.

Nescafe is trying to reverse the notion that "you get what you pay for" by offering the same level of quality for a lower price. Despite these strategies implemented in different countries, there are some aspects that are not especially relevant and we have recommended some changes. Nescafe is

seeking to convince consumers, especially young ones, to see instant coffee as a 100% natural product. To do this, Nestle shot the ad in Brazil - the country that in 1930 challenged it to develop coffee that could be made by just adding water. Nescafe instant coffee was invented in 1938.

According to the company, the plan is to "reconnect consumers with the journey from the plant to jar" and focus on the origins of its coffee. When brands and their creative agencies agree, in full or in part, about the breadth of the cultural influence and the social value of music, they need to make a long-term commitment to developing a "music strategy". Nescafe is a great example for this, because most of their advertisements include music. In this way they connect on an emotional level, which is central to consumer engagement and music offers a multitude of paths to accomplish this.

## **CORPORATE SOCIAL RESPONSIBILITY**

The Nescafe Plan: Creating Shared Value "Responsibility Goes Beyond the Cup" Paul Bulcke, Neslce CEO states the ambition: "Nescafe gives its name to this global initiative, which creates value across the coffee supply chain, from farmers, to consumers, to us." Nescafe works hard on its image - a really responsible brand, caring of the future generations, believing in the benefits arising from sustainable development. It emphasizes on the Nescafe Plan, which is "a global initiative that supports responsible farming, production and consumption. To win customers` and shareholders` loyalty the brand takes some actions: NESCAFE works with partners to support farmers NESCAFE is working to reduce its impact on the environment. NESCAFE promotes environmental responsibility, creates shared value for the people whose lives they influence NESCAFE makes it personal and acts

as promoter of preserving the environment: “ how you can help to reduce your enviromental impact? ” In addition Nescafe pays much attention on valuable concepts as “ health” and “ quality”, instead of relying on lower prices.

Thus it completes the position of the products as environmentally friendly produced, with high nutrition characteristics and suitable for healthy lifestyle. Moreover its customers believe that they contribute to huge, positive, social impact - grounds for lasting, loyalty and close relationship.

## **NESCAFE AND THE SOCIAL MEDIA SOCIAL MEDIA TIPS AND RULES**

Is social media important 1 billion people on facebook Social media has become the #1 activity on the web 53 % of people on twitter recommend products in their tweets 90 % of consumers trust peer recommendations Only 14 % trust ads 13 Facebook -a few key things

Best social media platform to drive a purchasing action Not a medium to push business spam Use it to meet, build audience and brand Slow build before you invite the masses 90 % of those who “ like your page will never return to it. Engagement , not likes , is the key General tips to gain more attention to your page on Facebook. Figure out what your expertise is and how that relates to your product Always treat it like a conversation Have an incentive to join, return and participate Try new things, new topics , new wording , new times A little bit of planning goes a long way Different ways to Build your following. In person Contests Paid advertising Other social media networks Mutual benefit community Through existing members (engagement) Drive engagement -ask your audience simple questions to

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start a conversation and drive engagement -yes/no ; true or false ; select your favourite ; opinion . another way is through photos (relation to your product, branding without a hard sell , memes and quotes ) Things to limit that can negatively affect the image of your company . Linking accounts Pushing out information Posting once a month/5 times a day Asking people to follow you just to increase your numbers Text heavy posts-keep it short, informative

## **NESCAFE'S FACEBOOK PROFILE**

Nescafe Bulgaria maintains very active Facebook page, with the impressive numbers: 6 417 020 likes & 73 634 talking about this. Globally there are a number of facebook pages divided geographically (for certain country) and for the different products or for different events and campaigns that Nescafe supports. Generally in each man can find: ? ? Basic information could be found on each of the profiles as well as more detailed for the specific one. Many of the profiles hold memorable phrases or mission statements. " To wake you up and fill you with energy for the upcoming challenges of every ay! " " We are combining pleasure and health benefits" ?

A fan can also find Nescafe`s history along with some interesting facts about the brand. " The boom of instant coffee was during the World War II. Nescafe was very convenient form of coffee and inseparable part of soldiers` nutrition. Strangely this is the time when it becomes popular in Europe and later on globally. " ? ? Portfolio of Nescafe products Uploaded videos - mainly ads and funny animations, just to entertain the viewer The whole social media promotes it as THE FAVOURITE coffee/ soft drink/hot drink.

The campaigns involve the concept of “ shared happiness” showing Nescafe in the company of people who love each other -family, friends, couples. To engage fans` attention Nescafe organizes a lot of games, which are promoted through facebook. The “ Coffee Cup 3in1” SMS game in Bulgaria was very successful in 2012 and from the social network people find out that the same will start again on the 22th of April 2013 too. Another recent one was “ Inspiring moments”, it has already finished and there is post with photo of the winner and his award - an excursion to Austria.

Nescafe uses Facebook to increase the Engagement as its posts are not simply informative, but in the form of questions or easy riddles. It seeks opinions and responses. Just a “ like” is not enough, it wants people to talk about the products, to increase popularity and Word-ofMouth effect. For this purpose it offers variable opportunities: to create NesChristmas cards; NesWishes cards; to draw NesLucks. 15 Of course it publishes information for big events - the one Nescafe is sponsor of or significant for the brand itself. The last one is Nescafe`s 75th Birthday.

It prompted Facebook fans to post wishes by special application. In addition it posted some photos of its promotion campaign in the center of Sofia, where they give to passers-by free cup of 3in1 coffee. The slogan was “ 75 years creating memorable moments”. In Bulgaria Nescafe is strong supporter of an innovative type of music - the beatbox. The company has organized annual beatbox championship with award: “ The Best Beatboxer in Bulgaria”. The winner has the chance to take compete in the World Championship. Of course a Facebook page holds all the information such as ideas, interviews with participants, articles etc. As 3in1 is the most popular,

easy to use and beloved by youngsters product, it has many profiles. More games and little competitions such as: fan of the month; inspiring moments, the award was a journey to Austria (picture with the winner posted). There fans can find out about the relationship with the biggest music festival in Bulgaria - Spirit of Burgas and how one can win free entrance tickets. As a whole Nescafe`s Facebook page promises successful further development. It is proof of consumer`s loyalty judging by all the posts and super-frequent fan`s activity.

Nescafe includes all the recommendable points. It entertains the followers with many games as " Connect the Dots" or " How many red Nescafe cups can you find in the picture? " Urges likes by animating The Cup begging to become red or expressing hope that it will gain many birthday wishes. Very often it asks question like: " Which is you favorite..." or " Which of those do you prefer? " It is creating more personal relationship through opportunities to publish NesCards with wishes for friends or family and is constantly seeking for opinions and recommendations from its fans.

## **NESCAFE ON TWITTER**

Although Twitter, especially in Bulgaria, is not so common used social media, it still has an impact on the customer. With around 7000 followers and 700 tweets, Nescafe official fan page provides the insights we get from the advertising. By using social media, producers interacts with customers better and can easily understand their needs and wants. It gives the opportunity both sides to be up-to-date with all new trends, changing every second.

Short inquires towards users and questions, concerning the product give the users freedom to share their opinions, which leads to improving the qualities of Nescafe and better integrating to the marketing environment . By sending messages up to 140 letters Nescafe official page emphasizes mainly on the good start of the day with a cup of coffee. Most of their posts are made in the morning and bring cheerful and optimistic upbeat. Funny comments or witty pictures consisting of key words such as „ coffee“ of well-known Nescafe logo are hidden marketing tricks, providing the customer with incentives to choose the exact product.

## **NESCAFE – YOUTUBE CHANNEL**

Currently, YouTube is visited by more than 15 million internet users per day and around 100 million videos are being viewed each day. These guerrilla marketing “ live ads” would also be recorded and edited into YouTube videos, explaining the message of “ life without compromise” and the connection to the convenience and great quality of NESCAFE products. The videos from all the “ live ads” would be uploaded to the NESCAFE YouTube channel called “ NESCAFE - life without compromise”.

The YouTube channel would then be distributed and shared using social media, by NESCAFE and consumers. These videos will also be shared through NESCAFE’s Facebook page in order to leverage on the high volume of traffic it already experiences. You should keep in mind that Using YouTube as part of your business’s social media marketing strategy can assist you in getting the type of visitors that you want. YouTube users are generally better leads because they have generally already seen a video you have posted, and won’t click on your links unless they like what they see.

In Youtube brands need to produce videos that offer true value to their intended audiences. This softer sell defines YouTube's role in your marketing strategy. This soft sell comes in the form of the information or instruction you provide. Perhaps that's a video newscast where you talk about industry news or technical developments; perhaps it's a how-to video that shows people how to use your product to do something useful. In any case, viewers watch the video because it provides valuable information; what they retain is a sense of your brand or company as a source of authority on the topic at hand.

Research has shown that video marketing has become one of the most vital methods of marketing on the net and that it is starting to replace many other forms of marketing. Instead of using just any marketing tool, many marketers are now opting for using video as their preferred marketing tool. YouTube videos are often placed on content-aggregating sites and blogs related to the brand ; those pages use scripts to get the links to the newest videos on the YouTube and have them embedded automatically; getting included on some sites with high traffic can increase video views.

YouTube referrals - surprisingly many people are spending hours watching random videos on that site ;) if you will set proper tags to your video, they will get more traffic, and again: more traffic means more people will get to know the product! Recommendation Youtube As Youtube's influence is growing and the site's capabilities can enhance the product performance , it has to take major part in the Nescafe's Advertising campaign in the social medias. It would be beneficial to post more often videos with customer's

opinion and news regarding future events -with interviews of the organisers etc.

Another good strategy is to promote the Youtube channels more on their Facebook page so that more people will engage in commenting and if there is a poll , for example , the company will receive more feedback on their future projects. More fun and interactive games or videos can be uploaded in order to gather more attention and inspire engagement . Good ideas for Nescafe will be to make an video contest . Try offering a reward for the contest online and advertise it everywhere you can. People will follow you and will fill out their information if it means they might win a contest. 17

## **NESCAFE AD CAMPAIGNS AROUND THE WORLD**

Nescafe has vast amount of supporters through the social media (Facebook, Twitter, Youtube). It has the power and ability to create and expand its customers' base and in this way promote the product to large number of people with little resources. There are different Facebook pages for the various countries and the way the product is presented in each has some variations depending on the cultural and economical differences between the various countries. There are many examples for campaigns launched or promoted via Social media and the result is astonishing.

The probability that certain marketing campaign to be successful is greater if social media is involved, it makes the process for gathering information and receiving feedback easier and more convenient. The marketing power of Nescafe is great and it has achieved much more results thanks to its games, campaigns or quizzes that it has launched on the internet. There are many

examples for the impact of social media on the marketing campaigns is evident. For example when a certain campaign going to take place , on Facebook or twitter Nescafe posts interesting photos or questions in order to capture the interest of its potential customers.

It also relies on “ word of mouth “ , hoping that when more people know about certain event they can spread the word , leading to wide amount of people participating in the event. Another strategy Nescafe uses is to promote its new products via interesting or innovative ways. The secret to an entertaining social media campaign is to make the campaign relevant, have a character the target audience can relate with, and reduce brand fatigue by encouraging participation.

One example is when Nescafe was searching for a cool way to reveal its newly designed coffee tin, so it came up with a creative Facebook campaign that traded beans for 'likes. ' First, they took a picture of a glass container containing nothing but the new Nescafe tin. Then they took the same photo after filling the container with coffee beans. They removed coffee beans and continued shooting until the tin was finally revealed. This sequence played out on Facebook based on the number of 'likes' they received.

Every time a Facebook user 'liked' the page, more beans were removed. On their Bulgarian Facebook page , often in the morning there is inspirational quote so that the more of the users log in their Facebook accounts they will Receive the news in their news Feed and they can share or comment so in that way more users will see it.

## CONCLUSION

Social media possesses incredible influential power, and since the advent of the Internet it's evolved from a simple way for people to keep in touch into a massive global network connecting organizations, communities and people.

Social media is the easiest, fastest and most explosive way to transmit and receive information! And best of all - absolutely anyone can take advantage of it. Active membership of the most frequented social network is now over one billion people, one out of every seven people on earth is on Facebook! With the global population still rapidly growing, it's become abundantly clear that social media is no passing fad either. Its influence is remarkable. Small businesses and large corporations alike have tapped into this influence to reach new customers and generate real, honest communication.

The best advice for every company is to embrace the ubiquity of social media and use its power to better yourself, your business, or cause. Relating to our finding about Nescafe's global marketing strategy, the ways it is presented in the social media , it is evident that Nescafe is investing a lot of efforts and financial means to keep up with the changing consumer need and wants. It is irrevocable that with their ad campaigns in various media such as Facebook and Twitter more people will know about their new developments and their consumer base will widen in a much greater speed.

Using different techniques and new interactive methods for gathering attention is good way to show their commitment and inspire engagement . Another good platform mentioned is Youtube, with its 800 million active users monthly the power of broadcasting is undeniable, which is used by Nescafe for sharing videos of previous ads , posting interactive videos and <https://assignbuster.com/nescafe-and-social-media/>



acquiring vast amount of comments and recommendations from active their users. Another great techniques which is frequently used in Facebook pages is to promote every day the products' by showing interesting facts, quotes that can gather attention via sharing or commenting by the users.

The different analyses(Swot , Pest ) can prove the marketing power of Nescafe in the coffee industry also outline its potential competitors , the focus areas where more attention should be paid and the strengths of its brand image. The strong brand image of Nescafe has been built through the years, undoubtedly it has wide consumer base thanks to its great variety of products, which can satisfy the need and wants of a large number of people, differing in age, profession, gender and country of origin.

Marketing is changing rapidly due to rapid change in technology and Nescafe should strive to achieve greater power in the social media with applying new and innovative strategies to boost the company's performance, financial state and image .

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