

Promoting Dance Groups in the Online Environment

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Abstract: *In the paper “Promoting Dance Groups in the Online Environment” we aim to study how the online media attracts the target audience in the art of dancing. Due to technology that is in full development, the art of dancing has only benefits, because choreographers can promote dancing via the internet – in this case, the Facebook platform. Through technology, dance schools have sought to diversify and improve their communication, in order to deliver messages with a strong impact on their audience, to create interaction techniques, in order to show performances through digital media but, most importantly, they have sought to build their community of consumers with the same values and principles, with the art of dancing in the blood, and in this case, parents are the ones who can guide their children and can make the decision to follow the path of art towards harmonious mental and physical development for their children. In this paper, we will take a closer look at several differences between the Facebook pages of two dance groups in Timisoara, in order to observe the communication objectives, the type of content, the frequency of posts, the categories of messages, the followers` opinions, the tags, and in the end, the interaction with their followers. Secondly, we apply an individual interview, a qualitative analysis, by creating individual questionnaires addressed to choreographers like: DENISSE Ballet and Dance School - Fodor Andreea → Denisa and Mini-Mini Reflex → Hannelore Ulrich. Secondly, we apply a qualitative individual interview, an analysis carried out by creating a questionnaire addressed to choreographers like: DENISSE Ballet and Dance School → Fodor Andreea Denisa and Mini-Mini Reflex → Hannelore Ulrich, suggesting creating a personalized mobile app for DENISSE Ballet and Dance School and one for Mini-Mini Reflex, an*

application through which parents can send emergency messages (not necessarily using the mobile network, requiring only an internet connection), or which can send ads from parents or from choreographer, linking the application to the events or contests where the choreographer decides to participate, by default enrolling children in competitions by filling in the registration form, and also import or export media files. The biggest benefit of this application is that all media files remain internal, are organized and cannot be retrieved by others to steal content. Therefore, I think this to be a present-day topic, a document that points to the communication and promotion techniques used in the online media, with the role of increasing the efficiency of day-to-day communication and the visibility of dance schools, but also of attracting new customers.

Keywords: *dance, promotion, online, communication, media, target audience, passion, miniminireflex, jazz.*

1. Introduction

The main objective of the paper is to draw attention to the most effective way to communicate (send a message -> reception, and finally reaction), to change and adapt the communication style with today's technology, and also to increase followers' fidelity. The number of Facebook users is increasing steadily so we have to take advantage of the opportunity to promote in the online environment.

Therefore, this paper is based on the hypothesis that people spend more and more time in the virtual environment, wanting to be part of a community, and put their trust into companies that are present online, interacting more; in our case, parents trust the dance schools that show their activity in the online environment, having the opportunity to consult the media documentation (videos, pictures and live).

2. Research method

2.1. Comparative analysis

The object of the research involves two Facebook pages from two different dance schools: DENISSE Ballet and Dance School and Mini-

Mini Reflex, using an analysis table. In this analysis, I will pursue the type of content, the type of information it offers, the frequency of posts, the tags, the followers' opinions and the interaction with the followers.

Following the analysis of the two Facebook pages, I will emphasize:

- the frequency of posts;
- the types of messages;
- the dimensions of messages;
- the level of interaction;
- the number of likes;
- the number of ratings;
- external recommendations;
- the number of shares;
- the presence and usefulness of tags;
- the communication style;
- the type of content;
- the promotion of services through public interest messages;
- the language and importance of addressing the public;
- the welcome page.

In this way, I will perform a comparative analysis of these two Facebook pages, in order to identify the most important elements, the common points, but also those points that differentiate them, in an attempt to highlight the importance and usefulness of Facebook pages as promotional tools for these dance schools.

2.2. Qualitative analysis

I will use the individual questionnaire as an investigative tool. I have created a questionnaire with 10 short questions, which I will address to choreographers like: DENISSE Ballet and Dance School -> Fodor Andreea Denisa and Mini-Mini Reflex -> Hannelore Ulrich.

I follow the answers of those dance schools that already have a Facebook page, in order to observe the changes that occurred once the page was created, both advantages and disadvantages.

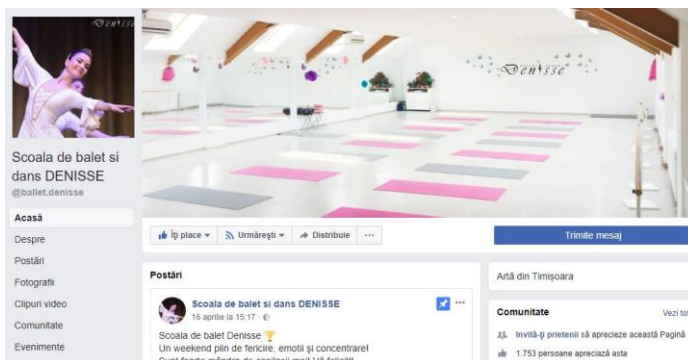
Following the analysis of these two dance schools, but also relying on the examination of their Facebook pages, for those which do not have a Facebook page, I will propose an idea of a personalized page and a mobile application for promoting services, based on the needs and requirements of the people surveyed and on the results obtained from dance schools that are already using a Facebook page – DENISSE and Mini-Mini Reflex.

3. Results

The next example is a comparative analysis of two Facebook pages which are focused to present their activity in both dance schools, internal ads, and awards.

The analyzed Facebook page is DENISSE Ballet and Dance School and Mini-Mini Reflex. These two pages are part of the artistic environment, the art of dance. Both Facebook pages present media materials that aim to support and show the dance activity (events, contests) to followers who want to come to that school or who are art lovers, who have the hobby of dancing, and finally, who are interested in being part of the dance community.

This analysis is designed to show the differences between two Facebook pages in the same field (dancing), by highlighting the content, the user interaction, the posting frequency, the types of messages, the categories, the tags and the social network's accessibility buttons. The comparison between the two Facebook pages is based on the aforementioned forecasted points during the months of January, February and March, this year.



DENISSE Ballet and Dance School categorized the menu into:

Home, About, Posts, Photos, Video clips, Community, and Events

Mini-Mini Reflex categorized the menu into:

Home, About, Photos, Events, Video clips, Posts and Community.

An analysis of the two websites and also of their Facebook pages reveals the following results:

Variable		<i>DENISSE Ballet and Dance School</i>	<i>Mini-Mini Reflex</i>
Accessibility to social networks	Yes	x	x
	No		
Media appearances	Yes	x	x
	No		
Content type	Text	x	x
	Picture	x	x
	Video	x	x

	Live		x
	GIF		x
Post frequency	Regular		x
	Irregular	x	
Useful information on page	Information about the company	x	
	Contact	x	x
	Services	x	x
Categories (on page)	Displayed	x	x
	Not displayed		
Tags	Yes		x
	No	x	
Interaction with the followers	Yes		
	Rarely	x	x
	No		
Language	Formal	x	x
	Informal	x	x
Image promotion	Aggressive		
	Public interest messages	x	x
Product promotion	Aggressive		
	Public interest messages	x	x
Size of message	Small	x	x
	Medium	x	x
	Large		
Types of messages	General	x	x
	Informative	x	x
	Persuasive	x	x
	Emotive	x	
Number of ratings	Over 1000	x	
	Over 2000		x
Number of followers	Over 1500	x	
	Over 1900		x

The conclusion of the comparative analysis is as follows:

- regular posts may increase the number of users and their interest;
- the content type variation brings in more users and increases the interest in dance school activity on the page ;
- media appearances ensure the visibility of dance groups;

- a complete overview menu of categories on the pages provides the visitor with a concrete look at what's on the page, so that they can easily access the category they are interested in;
- the presence of tags, more precisely the so-called keywords, offers users a quick search of the desired information but, at the same time, it is also a very good point for the Google search engine, that highlights and puts in the first lines all the posts and articles with the most used tags - keywords in our case is: dance, passion, jazz, miniminireflex;
- useful information on the page: if there is detailed information on the Facebook page, parents who want to enroll their children in a school like this will, for sure, make a research about the history of the dance school to get an overview and to make a decision;
- the more frequent interaction with the followers from the page, the greater the chances to create an internal school community, turning users into customers and ensuring the existing followers' loyalty, but certainly also the related external recommendations of existing, active and satisfied followers;
 - informal language gets the organization closer to their target audience, through comments and friendly language, which create a good atmosphere. As school such as this one inspires trust.

4. Conclusions

I would like to conclude with a very good impression about my research. Why am I saying this? Because afterwards I realized how important communication and the Internet are in general.

Technology can help us a lot to improve our work, to grow, to make things which we could not do before, such as making a choreography on the internet, projectors and more.

Based on the theoretical aspects derived from the sources I consulted in my theoretical part, I conducted a comparative study between two Facebook pages: DENISSE Ballet and Dance School and Mini-Mini Reflex, both part of the dancing industry, observing closely the manner of sharing information, news and the specifics of the messages - what they want to convey.

It is very important to keep in touch with active followers and most importantly, to attract the target audience and the importance of using it as a promotional tool.

In the dissertation paper, I will first compare, through the same analysis table, two Facebook pages - my dance colleagues who have set up their own dance groups. Next, we will create a qualitative questionnaire meant to identify how both choreographers promote themselves in the online environment using Facebook as a promotional tool. The questionnaire will be applied face to face and separately, and the results will be interpreted in the practical part. After that, we will create another questionnaire for all children's parents, which will be applied for both dance schools, with the purpose to evaluate the activity on the dance stage and the virtual activity on Facebook pages.

Based on the findings derived from both questionnaires, we will make our own dance school named Corhan Dance School S.R.L., and we will promote it as efficiently as possible.

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