Communication Techniques for Brand Promotion in the Digital Environment Case Study: Favisan and Gerocossen

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Abstract: *This paper sets out to outline the impact of the online promotion, which has undergone various changes and transformations with the evolution of the Internet. In today's society, the Internet has become the most important tool for promoting a business. With the help of the Internet, any business can be present in the online environment with lower costs. Moreover, through this permanent exposure in the online environment, the company informs the public continuously and it is more efficient in its relationship with the customers.First, a comparative analysis of the two Romanian brands, Favisan and Gerocossen, will be presented, being based on an analysis grid having the following criteria: the general presentation of the brands and the analysis of their online communication. Second, a quantitative analysis will be highlighted by applying an online questionnaire on the impact of Favisan's and Gerocossen's online promotion on the general public.*

Keywords: *Promotion, Online communication, Digital Media*

1. Introduction

The main objective of the paper is to highlight the impact of the promotion in the online environment by focusing on drawing the readers' attention to the online communication, i.e. websites and social networks. The field I have chosen to analyze is in a continuous development, and the number of people who use these social environments also I believe is increasing as much as possible. Therefore, this paper is based on the assumption that people spend a lot of time in the online environment, wanting to be part of a community, and are putting their trust in companies that are present online. With the help of the Internet, any business can be present in the online environment with lower costs. Through this exposure in the online environment, the company informs the public continuously and is more efficient in its relationship with customers. Thus, in this article I will show how online communication has experienced a significant increase in recent years, being the best way to promote a product or service. I will also update the society on the impact of promotion in the online environment, which has undergone various changes and transformations with the evolution of the Internet.

2. Research method

1. Comparative analysis: the object of research involves two Romanian brands, Favisan and Gerocossen, which target a similar audience.

In this analysis, the general presentation of the companies, the analysis of the online communication for the 2 brands (website, Facebook page and Instagram page), post frequency, post content and swot analysis of each communication channel will be taken into consideration.

The purpose of this comparative analysis is to highlight both the positive and the negative aspects of the two brands' online communication.

2. Quantitative analysis: to determine the impact of the online promotion as a quantitative method through an opinion poll comprising 18 questions. The opinion poll was created to demonstrate the impact of the online promotion for the two companies, Favisan and Gerocossen.

The goals were the following:
- To find out if the audience has heard of these companies;
- To find out where they found out about them;
- To notice which brand is more used by the public;
- To find out where to buy their products;
- To find out what the general public thinks about promoting the two companies in the online environment;
- To observe what methods in the online environment influenced the respondents to buy the products.

The questionnaire emphasises the impact of promoting the Favisan and Gerocossen brands online. After having interpreted the questionnaire, the conclusion that has been reached is that advertising is effective in the online environment and that the Favisan brand has a more limited promotion than the Gerocossen brand. This conclusion is the result of the respondents' answers. Thus, it can beinferred that the respondents knew the discussed subject well and offered plausible solutions and answers. This questionnaire demonstrated both the importance of the online promotion and the need for a proposal to streamline virtual communication for the Favisan brand.

3. Results

The comparative analysis is based on the digital communication for Favisan and Gerocossen.

On the one hand, the forms of communication of the Favisan company that have been followed are its website and its Facebook page. On the other hand, Gerocossen uses the following forms of communication: website, Facebook page, and Instagram profile. The

online communication analysis grid applied for each company contains the following criteria:

I.1. Favisan's overview

I.2. Analysis of Favisan's online communication

    I.2.1. Favisan's website

    I.2.1.1. SWOT analysis of the website

I.2.2. Favisan's Facebook page

    I.2.2.1. Favisan's About Us page

    I.2.2.2. Frequency of Favisan's posts

    I.2.2.3. Content of posts

    I.2.2.4. SWOT analysis of the Facebook Page

II.1. Gerocossen's overview

II.2. Gerocossen's online communication analysis

    II.2.1. Gerocossen's website

    II.2.1.1. SWOT analysis of the website

II.2.2. Gerocossen's Facebook page

    II.2.2.1. Gerocossen's About Us page

    II.2.2.2. Frequency of Gerocossen posts

    II.2.2.3. Content of posts

    II.2.2.4. SWOT analysis of the Facebook Page

II.2.3 Gerocossen's Instagram page

    II.2.3.1. Gerocossen's page

    II.2.3.2. Frequency of Gerocossen's posts

    II.2.3.3. Content of Instagram posts

    II.2.3.4. SWOT analysis of the Instagram page

To conclude, a comparative analysis of Favisan's and Gerocossen's online communication tools will be presented.

The research has shown that Gerocossen's website is much better organised than Favisan's. Gerocossen presents a page with the ingredients that are used, where various informative articles are posted. Also, on this site, there is a page where active contests can be

found. For example, the company had a Women's Day contest. During this competition, the campaign, the prizes and the participation regulations were presented.

In addition, the site also contains articles about the benefits of some ingredients, well-groomed skin, hydrated skin, effective anti-hair loss treatments, new product ranges and sun protection.

Another communication tool in the analysed online environment is the Facebook page. Therefore, Gerocossen's Facebook page has 53,555 likes and Favisan's Facebook page, 6,505 likes. The number of likes that Gerocossen has is much higher compared to that of Favisan's, provided that they target a similar public. Gerocossen also posts a maximum of 3 posts per day, while Favisan does not have a number of posts per day. Thus, Gerocossen has a much higher visibility on Facebook than Favisan does.

Moreover, Gerocossen also has an Instagram profile as opposed to Favisan. The fact that Favisan did not create an Instagram profile is a drawback as the presence in the online environment on several well-maintained social networks leads to a much more positive image of the brand and intensifies the relationship with the receivers (in this case, the receivers being the fans of that brand).

4. Expert sources consulted

The topic addressed in this paper is part of both the public relations and the digital media fields, emphasising the way in which a company can promote itself in the online environment through various forms of communication. For this paper, the forms of communication in the online environment that were analysed were the companies' websites and Facebook and Instagrampages. Returning to these aspects, the bibliographic sources that have been used are represented by both printed books and electronic sources.

With the rise of the Internet, the computer has become a very important tool in our lives.

"The Internet has become a new way of processing, presenting and communicating information which allows the implementation of new models and concepts hitherto unimaginable: from another way of going through the written information using hyperlinks generated by hyperlinks to multimedia presentations that include text, images, animations, and sounds in the same entity; from social surveys and real-time statistics generated simultaneously with the change of input data, to the presentation of information and its adaptation to users" (Graur, 2001:98).

In an organisation, the first step you need to take if you want to have a good presence in the online environment is to create a website.

Orzan & Orzan (2007) support the idea that for a website to work properly we must take into account the following aspects:

1. Purpose: Any organisation that opens a website must set its own goals and priorities. Only when the company has well-established objections, it is a good idea to create a website.

2. Creativity: A website, like any other means of communication, must have a creative idea that attracts potential consumers.

3. Address: A good website should have an address that is easy to remember, which is related to the name of the organisation or the products it sells.

4. Content: A good website must always have up-to-date and well-defined information. If it remains unchanged, the company will lose its fame.

5. Structure: A website must have well-structured information that must be easily accessible. Customers will give up the site if its structure is cumbersome.

6. Functionality: Technology is a very important point when it comes to a website.

7. Uniqueness: In order to always be present in the online environment and to have as many likes as possible, you must always bring something new to the communication strategy.

8. Promotion: In order for the website to be as popular as possible, it will need to be promoted in the online environment to increase the audience.

9. Cost: If you want to have a good and efficient site, the costs will be quite high. Also, in order to have a site with a high level of professionalism, you must have as much knowledge as possible in this field.

Social networks are also part of the online communication methods. Social networks are online platforms where users can interact. There are several types of social networks: Facebook, Instagram, Twitter, Linkedin, Pinterest, Youtube, etc.

"Facebook is unmatched in its ability to connect businesses with their customers in a fast and humane way. It is an ideal platform to spread the word quickly, to monitor reactions and to collect data" (Schaefer, 2016: 205).

Also, lately, Instagram has become a very popular social network among companies. It offers the ability to upload photos, videos, apply photo filters and share them on other social networks. The visuals also play a very important role in the contemporary society. Thus, with the help of an Instagram profile, you can stand out or you can attract new customers(https://socialweb.ro/ebook-cum-folosesti-aplicatia-instagram.pdf, accessed on 21.03.2020).

Therefore, the effects that social networks have on people's everyday life are visible and they cannot be overlooked given that their evolution is considered to have radically influenced the evolution of society and business.

Conclusion

Based on the theoretical elements from the consulted sources, a comparative study between the two Romanian brands, Favisan and Gerocossen, has been conducted. The usefulness of the online forms of communication and the importance of using them as promotional tools have been taken into consideration. In addition, a proposal will be

made in the dissertation paper to help Favisan's efficiency in the digital environment as the company does not have a qualitative promotion. For Favisan, this could be both a method of improvement and a necessity for achieving its goals in the online environment.

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