

Running Head: ASSIGNMENT

“ASSESSING THE ENGAGEMENT OF SOCIAL MEDIA MARKETING; THE CASE  
STUDY OF A TOURISM UK VIDEO-BASED MARKETING CAMPAIGN”

Name of the Student

Date

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## ***Task 1***

### *Description, aim and objectives of the research*

The aim of this study is to measure consumer participation in video activities on social networks by the DMO (Destination Marketing Organisation) (Pearce et al., 2020). The procedural approach will be used to identify gaps in research on this topic and to help develop market and performance indicators for similar activities in this field.

- What are the differences in the calculation of Instagram and Twitter?
- How are the engagement rates different for the DMO video campaign on Twitter and Instagram?

### *Selected research methods*

Detailed surveys can be conducted in two different ways, such as the collection and analysis of primary data and the collection and analysis of secondary data. Research projects use a data collection method to diagnose research problems (Bossetta, 2018). The methods used to collect data will be reviewed. Part of the literature review is also based on used data, as historical data is necessary to identify gaps in research projects.

## Schedule

Activities	Start date	Duration	End date
Topic selection	01-05-2021	2	03-05-2021
Making the aim and objectives	03-05-2021	5	08-05-2021
Making the project management plan	08-05-2021	12	20-05-2021
Conducting the literature review part	20-05-2021	8	28-05-2021
Selection of appropriate data collection method	28-05-2021	7	04-06-2021
Quantitative data collection	04-06-2021	15	19-06-2021
Representing the findings	19-06-2021	5	24-06-2021
Conclusion, evaluation and recommendation	24-06-2021	3	27-06-2021
Final submission	27-06-2021	1	28-06-2021

Figure 1 Project Schedule

Source: Self.

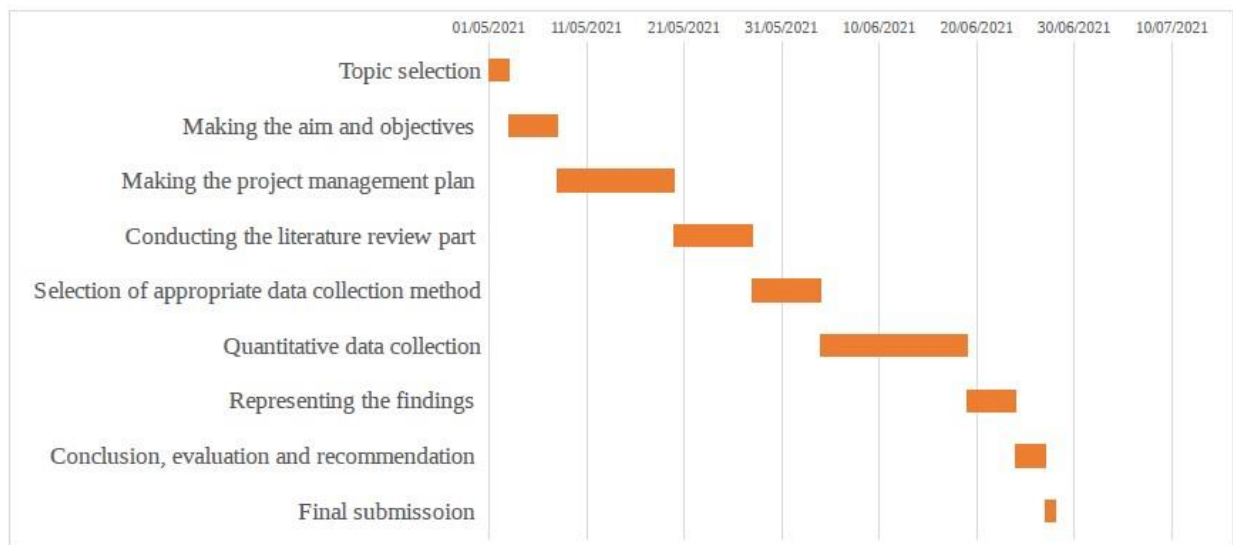


Figure 2 Gantt chart

Source: Self.

## Project deliverables

Significant progress has been made in the implementation of the entire project so that the objectives of the research can be achieved by describing possible research results. Research

questions, questions in surveys and topics of discussion about literature are determined by the research objectives. As a result, research goals and goal achievement increased accordingly (Specht and Ros-Tonen, 2017).

**Risk**

<b>Details about the risk</b>	<b>Likelihood</b>	<b>Impact</b>	<b>Mitigation</b>
Monetary risk	Moderate	The project may not deliver the intended high quality research outcome	Help from friends, families and personal savings can be considered for mitigating the risk
Time related risks	Low	The project would not be submitted within the intended deadline.	Gantt chart and proper scheduling of tasks
Risks with data analysis	Moderate	The perception of participants would be represented in wrong fashion.	Effective data analysis technique need to be used.

Figure 3 Risks of the project

Source: Self.

**Issues**

Twitter content is posted very quickly, which poses challenges for social interaction. In addition to the difference in connection metrics, the Instagram API (public data) also has a practical problem. This issue can be resolved by accessing DMO accounts on social media and advanced analytics tools (Xu et al., 2019). When using data collection methods, this problem can cause problems in project planning. However, the researchers did not make any detailed changes to the project management plan. This will only reduce the number of respondents who solve the problem.



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## ***Task 2: Project Report***

### ***Introduction***

#### ***Background***

The rapid development of the Internet and social media has a major impact on the tourism marketing industry. Social media is becoming increasingly important and an important part of travel habits that affect destinations and businesses (Calcagni et al., 2019). However, this creates a challenge for destination marketers as they recognize that tourists can now take on the task of finding and getting to a destination on their own. Therefore, destination marketing organizations (DMOs) need to recognize that social media is an important part of marketing and audience appeal. Social media is an important part of DMO's marketing strategy. In fact, social media is a powerful tool for attracting and guiding tourists to destinations. Social networks include various systems that allow users around the world to connect in different ways.

#### ***Aims and objectives***

The aim of this study is to measure consumer participation in video activities on social networks by the DMO (Destination marketing organisation). The procedural approach will be used to identify gaps in research on this topic and to help develop market and performance indicators for similar activities in this field (Settanni, Azucar and Marengo, 2018). This case study covers seven videos that were published in the British Tourist Board's marketing campaigns on Instagram and Twitter. Analyse each video at each level to determine their engagement levels, then compare them to get 4 similar campaign participation rates. In addition, four research questions are analysed:

- What are the differences in the calculation of Instagram and Twitter?
- How are the engagement rates different for the DMO video campaign on Twitter and

Instagram?

### ***Literature Review***

Academia has clear grounds for the growing importance of using social media in digital marketing. The study concluded that research is needed to focus on online social media behaviour. This literature review analyses the use of DMOs on social media, as well as the brands and levels of social media. This reference is a response to a study that highlighted the need for more knowledge in this field to further examine consumer responses to the inclusion of digital media in targeted marketing (Martin et al., 2018).

### ***Social Media and Destination Marketing Organizations***

The role of the Destination Marketing Organisation (DMO) is to attract tourists to destinations while creating a sustainable future and a highly competitive tourism market. Pension funds are supported by international funding, which enables them to become the main competitors in competition and attract tourists to the market (Martin et al., 2018). Social media is becoming increasingly important as a targeted marketing tool because it can reach a large audience. Social media also offers new platforms and channels for sharing travel-related content, experiences and imagination. However, research has shown that understanding the impact of different support systems on social media is considered a very important topic in tourism research.

This is supported by research, which shows that DMOs are only now beginning to understand the importance and power of social media. DMO is believed to be in its infancy, "Understanding and testing how to use social media to promote their destinations, many people are trying to keep up with the development of new technologies." Twitter allows its users to use up to 140 characters to connect to the world in real time (Appel et al., 2020). The platform is a

relationship building tool that DMO uses to promote travel conversations and help travel agencies and DMOs build their brand and reputation.

Twitter should be used as a tool to reach viewers and engage people, followers and digital communities. Research has shown that DMOs primarily use Twitter to share content about events in their travel area with their followers (Duffy and Pruchniewska, 2017). In addition, some studies have found that the use of DMO projects as a marketing strategy on Twitter is limited. Due to the growing number of users and activities, Twitter is seen as an important tool for DMOs and should not be overlooked as a powerful social media.

### *Destination Branding and Video*

The destination label is a concept that combines the marketing of products and services with human culture and environmental marketing. More and more research has begun to theoretically argue that destination brands should have a unique and attractive image to explain the competition, identity and culture of the area (Duffy and Pruchniewska, 2017). The aim of the brand's label is to provide tourists with places to visit and eat. By using marketing methods, one can turn a positive travel experience into a brand experience and increase loyalty to travel destinations.

Research confirms that loyal travellers can become informal market supporters and contribute to a positive brand image in their network. Research confirms that tourists are too active to shape the image of the destination with their narrative, visual and auditory contributions to the market (Shearer and Mitchell, 2021). In addition, the study explained that the image of the destination must be seen as a current concept that conforms to the label of the destination and



that a positive and strong image of the brand must be created to increase loyal customers and attract new visitors to the destination.

### *Social Engagement*

As social media continues to evolve, marketers are increasingly using metrics to understand the performance of the content they deliver and the platforms they use. One of the most common ways to measure the effectiveness of social media is by calculating the participation rate for a particular topic (Shearer and Mitchell, 2021). Pre-participation statistics provide the information needed to measure job performance and compare the participation of multiple jobs. It can also give one an idea of the number of viewers participating in the content, the functionality of the content and the quality of the viewers as the number of subscribers increases or decreases over time (Gleason and Von Gillern, 2018). However, the concept of relative participation should be used to compare audiences and content across networks.

To this end, it defines the level of participation in all publications and channels in order to develop methods to increase the overall awareness of consumers. The study explained that previous researchers expected many interactive results, focusing mainly on positive results such as loyalty, customer value, word of mouth and product innovations (Azucar, Marengo and Settanni, 2018). Their research shows that different types of communication can lead to results such as future buying and behaving intentions, brand loyalty, word of mouth and marketing satisfaction. Research defines user participation as a mental state separate from the actual experience and behaviour of the user. User experience can be seen as an entrepreneur "to increase the concept of connection as a mental state in the context of users and social networks and to divide the connection into two sub-components: meaning personal and personal participation" (Azucar, Marengo and Settanni, 2018).

## ***Research Methods***

Case studies to explore social media communication on Instagram and Twitter. According to these studies, a case study is a detailed analysis of one or more factors to understand a larger situation or object (Badri et al., 2017). Case studies methods can better understand the causal relationship between situations and keep in detail the analysis of individuals and the crisis. It makes it possible to use "the real background, a method of gathering evidence that can examine the characteristics of individual observations, phenomena, events or examples." By standardizing the format and information in the case, the data can be compared with their material properties (CĂLIN and BÎRSĂNESCU, 2017). Therefore, the case study examines the difference between video series posted on Twitter and Instagram and their relative proportions.

Participation is measured using the standard formula for social participation (participation rate = (participation / subscribers) x 100) (Villanti et al., 2017). The participation rate formula is designed to measure how well their audience interacts with branding on social media and how it is calculated based on the social level being analysed. Specifically, by analysing the amount of connection between Twitter and Instagram, the amount of connection between each platform is slightly different. If Twitter linked count contains all replies, tweets and likes and Instagram has comments and likes. Although the formulas can be used on different systems, there are obvious differences between the formulas.

## ***Main Findings***

The participation rate formula can be used to determine the social participation of the video. RQ1 is answered when one understands and use formulas on different systems. It is generally accepted that the calculation of participation indicators at different social levels will

result in small deviations from the formula. It explains how users interact with content. On Instagram, viewers can enjoy and comment on posts to influence participation. On Twitter, viewers can "reply", "tweet" and "like" posts (Kelly-Holmes and Atkinson, 2017). In other words, Instagram has only two ways to influence participation, and it has a higher percentage than Twitter. This shows the difference in the calculations that measure the connection between Twitter and Instagram. It is precisely for this reason that the term "comparative participation" should be used to analyse user interactions with the same content across all systems (Paladan, 2018). This means that there is a significant difference in the formula, but it does not affect stock comparisons.

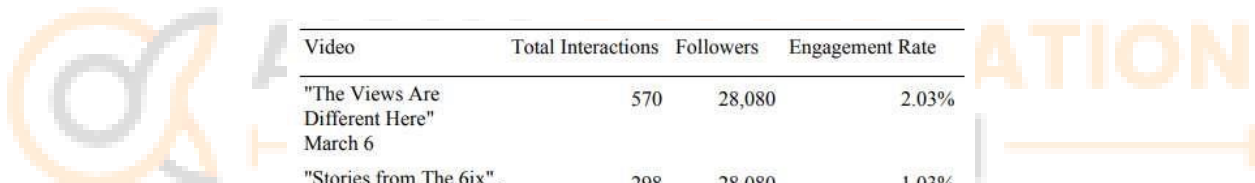
The Video Activity Analysis of the British Tourism Council meets the requirements of RQ2 and shows that Instagram and Twitter video post video activities of the British Tourism Council are of great social significance. When DMO posted a video on Twitter, their average engagement rate was 0.16% (Barton and Merolli, 2019). When the same video was posted on Instagram, their average participation rate was 1.28% (Stevens et al., 2017). This shows that their Instagram posts have a higher percentage than Twitter. The total average difference in relative liabilities is 1.12% (Cole, DeNardin and Clow, 2017). It is also obvious that the main video activity of "different views" has the most participants here in both forums - Twitter and Instagram are 0.76% and 2.03% respectively (Fuchs, 2017).

While the videos of the episodes reached viewers, they fell by 0.74% and 0.87% on Twitter and Instagram respectively (Fuchs, 2017). However, in some cases participation increased across all platforms. It is also important to keep in mind that the total amount of mail communication on both systems is very small compared to subscribers. The UK Tourism has the most followers on Twitter, with 106,450 followers and a total of 28,080 Instagram followers.

For the same reason, the comparison of connection ratios is comparable, as is the difference between the viewers of the two forums and their interaction with the content.

Video	Total Interactions	Followers	Engagement Rate
"The Views Are Different Here" March 6	811	106,450	.76%
"Stories from The 6ix", Video #1, April 11	58	106,450	.05%
"Stories from The 6ix", Video #2, April 15	207	106,450	.19%
"Stories from The 6ix", Video #3, April 27	51	106,450	.05%
"Stories from The 6ix", Video #4, May 2	17	106,450	.02%
"Stories from The 6ix", Video #5, May 23	19	106,450	.02%
"Stories from The 6ix", Video #6, May 30	19	106,450	.02%

Figure 4 Twitter Engagement Rates



Video	Total Interactions	Followers	Engagement Rate
"The Views Are Different Here" March 6	570	28,080	2.03%
"Stories from The 6ix", Video #1, April 11	298	28,080	1.03%
"Stories from The 6ix", Video #2, April 15	262	28,080	0.93%
"Stories from The 6ix", Video #3, April 27	507	28,080	1.81%
"Stories from The 6ix", Video #4, May 2	322	28,080	1.15%
"Stories from The 6ix", Video #5, May 23	346	28,080	1.23%
"Stories from The 6ix", Video #6, May 30	223	28,080	0.80%

Figure 5 Instagram Engagement Rates

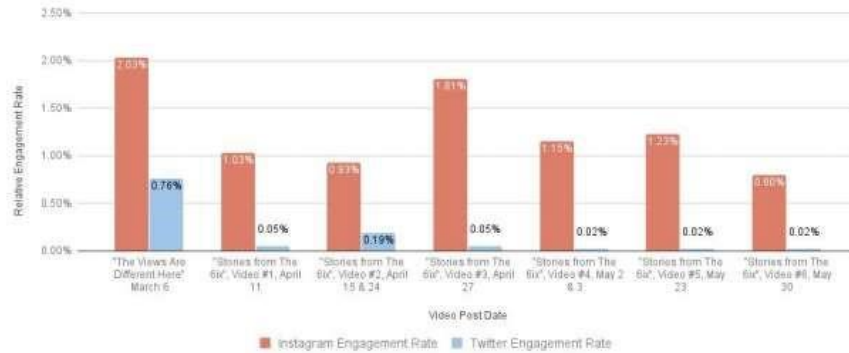


Figure 6 Relative Engagement Rate Visual Comparison

The results of the UK Tourist Board's video marketing campaign are also in line with RQ3, noting that compared to Twitter, Instagram can be seen as a more attractive tool for publishing the video and can be used as a DMO marketing tool. Instagram also has more participation in DMO video activity than Twitter (Stevens et al., 2017). The increase in the proportion of Instagram on Instagram confirms that from DMO's point of view, Instagram is the best channel for marketing videos. In general, these results can be confirmed by the fact that Instagram was nominated instead of Twitter. Instagram is a device based entirely on sharing photos (still or moving) with fans and posting photos of subsequent users.

In addition, the study explained that Instagram makes it quick and easy for users to find methods that would otherwise be difficult to learn. Research has shown that Instagram is better suited for brand advertising on social media (Anderson, 2019). Based on the results of the survey, they also came to the conclusion that respondents who knew about images on Instagram reported more personalities than those who used Twitter. Although the proportion on Twitter is small, the platform cannot be ignored as a DMO marketing tool. As mentioned earlier, Twitter is best suited to promote brand-to-audience engagement.

Research also shows that Twitter does not understand its potential as a DMO tool (Kelly-

Holmes and Atkinson, 2017). Twitter aims to be a real-time system for informing and sharing content and is considered the best platform to provide subscribers with information about the destination's brand. However, due to the popularity of these tools, the use of these two platforms to share visual communication networks is seen as promising for brand managers (Villanti et al., 2017). In short, the results of the survey confirm that Instagram is the best platform as a DMO marketing tool, so it is not surprising that the percentage of Twitter is small. However, it may also determine the need to further encourage Twitter participation to increase overall engagement. Understanding the specific audience in each forum and how they use it is important for DMO marketing to know how to leverage. The use of branding and consistency in social media posts across the UK tourism industry is very important in analysing and comparing participation rates. The UK Tourist Board is said to understand the importance of brand ownership in influencing the image of travel brands by posting the same video on all systems on the same day (CĂLIN and BÎRSĂNESCU, 2017). Research has shown that creating a distinct destination image is the foundation for survival in a highly competitive world market, where there is fierce competition in different directions (Villanti et al., 2017).

### ***Conclusion, Evaluations and Recommendations***

#### ***Conclusion***

This is the first case study comparing the proportional participation rate of DMO video campaigns for two different social media tools: Twitter and Instagram. In particular, the study examined the differences in the relative relationship between Instagram and Twitter when sharing videos from a theoretical perspective. Then find out which forum is the best channel that DMO marketers can use in video marketing and measure the difference in engagement. It also examines the role of the goal and how the audience influences participation. Previous research

has shown and agreed that the use of DMO social media is still in its infancy. Facts have shown that the absorption rate of the video in the British tourism industry is very low which leads to a very low absorption rate at all levels.

### *Evaluation*

The power of social media in tourist advertising is undeniable. One must pursue the impact and challenges of market development in digital decision-making as it helps to develop a conceptual framework for marketers. Currently, there is very little research on BMD and social media. These studies fill the gap in the social analysis of DMO's video marketing campaigns. The study revealed that Instagram can be considered a preferred tool for DMO marketers due to the relatively high level of participation in tourism in the UK compared to the UK as a whole.

### *Recommendation*

The results of this case study are specific to Tourism UK's 2017 marketing campaign, but will help evaluate DMO research and social engagement. Due to API restrictions on social media, there is a research hole that limits the ability of scientists to make comparisons between forums. Future research should examine cross-platform analyses of other social media interactions and develop marketing strategies for DMO marketing. It can also give one a better understanding of which tools offer the most social engagement in designing video marketing campaigns. This can lead to more social participation and more brand awareness in the video business.

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