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SOCIAL MEDIA STRATEGY

Prepared for Doro Limited

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Background

Doro Limited was established in year 2012 as a commercial chicken rearing venture founded on commitment to high standards of procedure that guarantee optimum levels of hygiene and safety measures in rearing, processing and packaging of chicken products. On Doro's organization strategic direction the following was noted: -

Purpose – ‘to be a leader in the chicken rearing and marketing business by providing quality poultry products, relationship with customers and profitability’.

Vision – to be the most preferred, consistent quality supplier of broiler chicken products in Kenya.

Mission Statement – to engage in environmentally friendly practices in the supply of high quality value added products whilst providing exceptional service to customers and retaining quality employees to ensure healthy returns to shareholders.

Range of Products – Doro Limited specializes in sale of whole chicken capons but have recently ventured into selling chicken parts due to demand from customers. The parts are sold either as chicken wings, drumsticks, lean breast, kidney and liver, feet and head. Some customers request for single items and others a combination of two or three.

Main Clients – Doro supplies different fast food restaurants in Nairobi and also do home supplies. They have also supplied to some competitors when there is a shortage of chicken products in the market. However, the Directors admit that they are not able to satisfy the current demand. The demand far outweighs the supply by Doro and other players in the market and therefore, they have not made any strides in growing their client base yet. Main focus therefore is to increase production before reaching out to new customers.

Location – Doro production plant office is based in Kilimabogo in Machakos County but the management office is located in Odyssey Plaza in South B, Nairobi. The reason for retaining two offices is because all their clients are based in Nairobi and its environs and therefore minimal formal activities in the farm.

Audience Analysis

Doro Limited recently carried out a market survey on existing clients to determine their consumption needs, buying behaviour and demographics. The survey was also done to establish preferred consumption products and future customer requirements to be able to justify focus on increase in production specifically geared to market needs. Understanding their customer needs would also help Doro strategize its production in line with their vision of being the most preferred consistent quality supplier of broiler chicken products in Kenya and mission of supplying high quality value added products whilst providing exceptional service to customers. The researcher found this survey extremely valuable for the purpose of proposing a social media strategy.

Findings

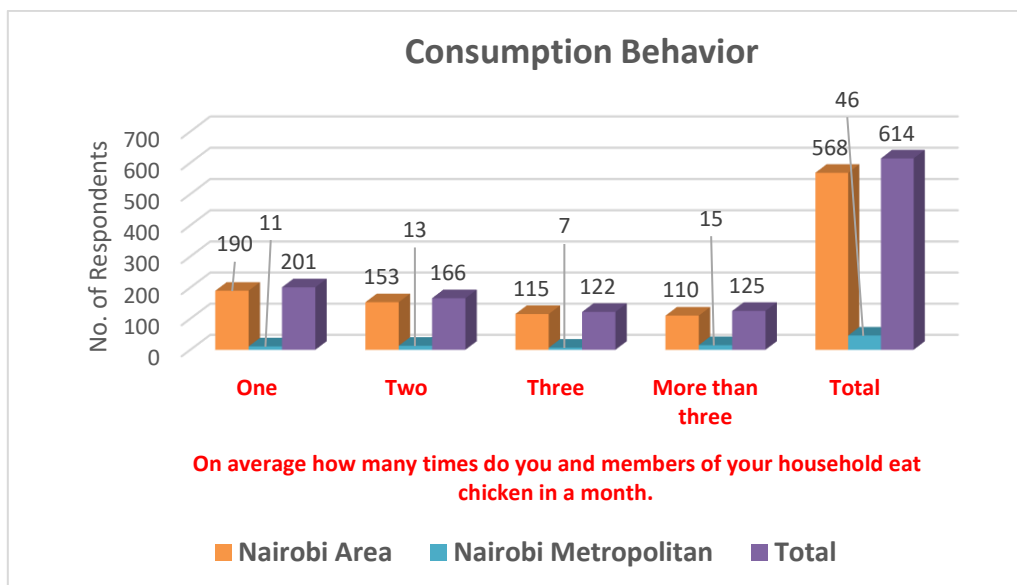
Information was extracted from the survey results below that was relevant to the suggested social media strategy. These were the consumption behaviour (that would inform the social media strategy content), the respondent's ages (that would help determine what social media platforms the target audience are probably using) and the respondents' level of education (also to help determine social media behaviour).

Consumption Behavior

The survey generally noted that the respondents largely consumed chicken or chicken products with the higher percentage being at least once a month among the middle-income consumers as seen on Table 1 (Graph 1 shows a comparative analysis). Therefore, social media strategy needs to address this issue and be geared to increase chicken consumption behaviour.

Table 1: Customer chicken consumption behaviour

		Class Income Category			Total
		Low	Middle	High End	
On average how many times do you and members of your household eat chicken in a month.	One	100 49.8%	92 45.8%	9 4.5%	201 100.0%
	Two	76 45.8%	83 50.0%	7 4.2%	166 100.0%
	Three	45 36.9%	70 57.4%	7 5.7%	122 100.0%
	More than three	42 33.6%	69 55.2%	14 11.2%	125 100.0%
Total		263 42.8%	314 51.1%	37 6.0%	614 100.0%



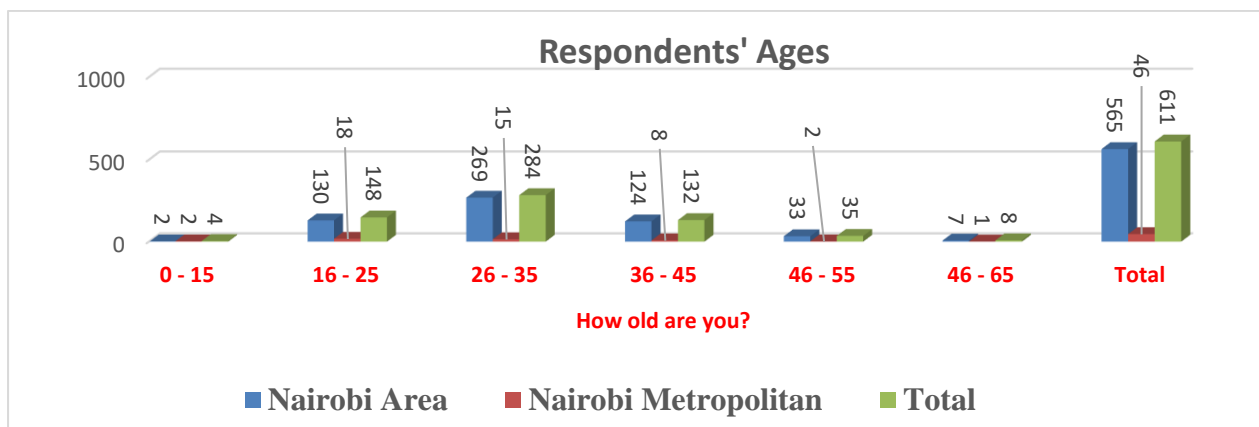
Graph 1 – Consumption behaviour comparative analysis

Respondents' Ages

From the market survey done, the majority of those interviewed by Doro were between 16 – 45 years old and therefore the social media strategy should focus on platforms used by this age group. See Table 2 indicates the respondents' ages and Graph 2 gives the comparative analysis.

Table 2 – Respondents' ages

		Region classification		Total
		Nairobi Area	Nairobi Metropolitan	
How old are you?	0 - 15	2 50.0%	2 50.0%	4 100.0%
	16 - 25	130 87.8%	18 12.2%	148 100.0%
	26 - 35	269 94.7%	15 5.3%	284 100.0%
	36 - 45	124 93.9%	8 6.1%	132 100.0%
	46 - 55	33 94.3%	2 5.7%	35 100.0%
	46 - 65	7 87.5%	1 12.5%	8 100.0%
Total		565 92.5%	46 7.5%	611 100.0%



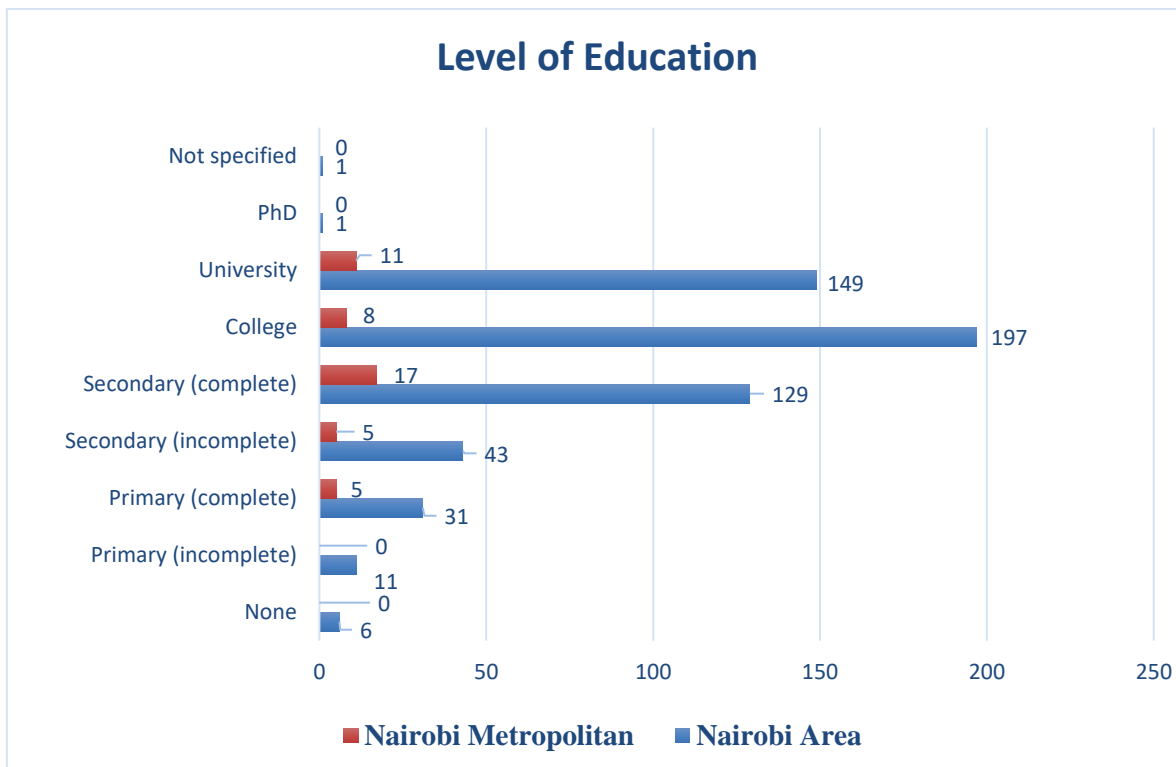
Graph 2: Respondents' ages analysis

Education Level

From the survey results in Table 3 as well as Graph 3, it can be noted that majority of Doro customers within Nairobi area are either in college or at university level with a significant amount of them still in secondary school presumably with minimal social media activity during school term. The strategy should be geared to specific seasons when social media activities amongst this group is higher. For example, in April, August, November and December when schools in Kenya are closed for holidays.

Table 3 – Respondents' Education Level

		Region classification		Total
		Nairobi Area	Nairobi Metropolitan	
What is the highest level of education you have completed?	None	6	0	6
		100.0%	0.0%	100.0%
	Primary (incomplete)	11	0	11
		100.0%	0.0%	100.0%
	Primary (complete)	31	5	36
		86.1%	13.9%	100.0%
	Secondary (incomplete)	43	5	48
		89.6%	10.4%	100.0%
	Secondary (complete)	129	17	146
	88.4%	11.6%	100.0%	
College	197	8	205	
	96.1%	3.9%	100.0%	
University	149	11	160	
	93.1%	6.9%	100.0%	
PhD	1	0	1	
	100.0%	0.0%	100.0%	
Not specified	1	0	1	
	100.0%	0.0%	100.0%	
Total		568	46	614
		92.5%	7.5%	100.0%



Graph 3 – Respondents' level of education

The results of this study will guide the proposed strategy when considering Doro's customers and their response needs.

Introduction

A social media strategy outlines how an organization will use social media to achieve its communications objectives and the social media platforms and tools it will use to achieve this. (Guard, 2017). The author goes on to state that at its simplest form, a social media strategy is a simple statement of intent, outlining the goals and measurable objectives for using social media, and the target outcomes an organization wants to achieve. What this means is that organizations should not open accounts haphazardly. There is need to be on social media but there needs to be a reason to do so to ensure effective use of the different platforms.

Model Framework

For this strategy, this paper proposes use of the Safko and Brake (2012) ACCESS Model. ACCESS is an abbreviation for Audience, Concept, Competition, Execution, Social Media Tools and Sales viability. This model is viewed as a combined model for authenticating content and for building an active community around that specific content. The ACCESS model was developed by Content Connections and is used by consultants and project directors of an organization as a methodology for aiding clients create and promote their social media content.

Identifying an audience is a very crucial component that can be achieved by understanding them through demonstrated behaviours such as frequent shoppers, self-reported behaviours which can be learnt through interviews or other traditional tools of a marketing researcher, demographic data, needs and preferences (Safko & Brake, 2012). The authors contend that concept follows after identifying audience in that organizations have a basic concept that highpoints the significance of a plan for its planned audience. A significant plan describes the future benefit that the features or qualities of a service or a product will provide the end consumer (Labrecque, 2014).

On competition Labrecque (2014) states the key idea is to comprehend organization competition sufficiently that one is able to regulate the convincing advantages of one's concept over other competitors. Execution is also a very important aspect in that the success of a business is dependent on it and this can be achieved through getting your content in the market and modifying it while on the ground and/or doing a research analysis (Safko & Brake, 2012). The authors state that social media must be part of the method in that the target is to get a large

number of people to evaluate, comment and reference the concept statement and sample resources in the process creating an opening for analysis. The last part of the ACCESS model is sales viability; by the end of the day it all narrows down to what you are marketing and what are your sales in terms of profit (Safko & Brake, 2012).

Literature Review

According to Safko and Brake, (2012) social media is about sharing, interacting and socializing, and is growing each day. Due to increase and continuous development challenges companies are facing, organizations have been forced to look for online possibilities to grow their business and constantly research on new avenues. Popularity of social media has increased unforeseen online possibilities for individuals, organizations, and society as a whole (Labrecque, 2014). In their book on the ACCESS model, Andzulis (2013) says at each step of the sales process, entails a strategy and a framework for application as it grows with the customer or customers' idea in mind. Other than that, social media model will likely become another unharnessed component of strategic drift as countless practitioner tactics may be employed with no clear direction in mind.

A strategy that makes a social media model ownership is through tapping into marketing and sales interface with social media where one has to understand that power has moved from company to consumer and it requires commitment, resources, and seamless integration with not just the sales organization and its strategy, but with all elements of the organization and its overall strategy (Hajli, 2014). According to Hajli (2014) the metrics of social media success must be observed; this requires measurement, depending on the type of social media that are to be used, there exists different types of metrics that can be used to measure the impact. The author also contends that success will vary depending on the industry, customer, and company but goodwill, brand equity, and trust are the types of intangibles that are to put a customer from becoming someone else's prospect. He goes on to state that bottom-line is to gain the understanding of the consumer value intention for determining success measures like: what the customer gets from the equation, or whether the opinion of the consumer is likely to change or get affected by the presence of the social media, whether the consumer supports the brand. For decision, making to be effective, metrics need to be adapted in order to generate actionable

data, failure of which the organization risks not only damaging the brand but also a chance to decrease clientele base (Hajli, 2014).

From the analysis on the survey done by Doro, the company should endeavor to segment content for the audience consuming chicken products and perhaps grow followers from there. Doro should design content based on the consumers' behavior and demographics in order to connect with as many of them as possible. The concept should also be geared towards achieving organizational goals and objectives. On the competitors, it is important to look at what the competitors are doing online but focusing on the platforms that are drawing more followers to help identify what is working and what is not. The execution plan should be based on a strategy that will work in the long run and therefore careful planning needs to be considered to determine when to use what content by looking at the social media tools available to reach Doro's online target audience. This will need examination on how these tools can be beneficial while learning how to draw traffic to Doro's concept and obtaining feedback. Eventually it will be about the return on investment where the organization should focus on creating the best value using social media and then define what was successful and what failed through the agreed measurement method. The organization should also be open to change.

Current Social Media Presence and Organization Plans

It is noted that Doro Limited has two online social media accounts – Facebook and Twitter. This is supplemented by the organization's website that has a lot of content about the company and WhatsApp as an additional platform used to interact with customers.

However, this presence is not informed by a social media strategy and it is not ranked highly in organizational goals and plans. Therefore, before proposing a strategy, there was need to find out what conversations are ongoing in the online accounts created.

Facebook

Doro is currently on this platform as Doro Limited with around 40 followers. The account was created in August 2017 with admittedly no social media strategy but out of a need to reach out to a new target audience in a short period when there was a business slump as explained by the director. Doro has posted six times on Facebook in the period August 28 – 31, 2017. There was no customer engagement recorded in the succeeding two months. Upon checking with the

organization directly, it was noted that the marketer(s) had been put in charge of creating weekly content and updating the site for purposes of creating awareness and sale of the slow-moving products. This was therefore seen as an avenue of boosting sales and growing the Doro brand market. It was however noted that the initial plan to use this platform had been vacated when the demand for chicken later exceeded supply and therefore no posts had been updated.

Twitter

Trending as @DoroChicken, the organization has 27 followers with no engagement activity in the October – November 2017 period. The account is not associated or embedded with other platforms. Account also opened on a whim, at a time when the organization was looking for new markets. This was done without any strategy as to what the direction of the content would be.

Website

Doro website contains most of the information about the organization's products and offerings. The website is well structured and contains details of how one can get in touch with the organization. However, admittedly, no content has been uploaded since the website was first created. The thought that went into creation of the site was to use it to talk about the organization's products, use the platform for customers' orders, and post recipes for visitors to sample. Unfortunately, no response has been received via this platform. There is also no engagement with customers at any level and therefore the need to rethink or re-strategize online positioning of the Doro brand.

WhatsApp

This platform has been used extensively and would appear to be the only medium that is active. Many sales have been converted via WhatsApp and use has been quite successful. However, no strategy or policy is in place that governs conversations that take place on the platform.

SWOT Analysis

The following analysis was done to help inform the social media strategy as looking at the current strengths and weaknesses, one is able to suggest ways of taking advantage on

opportunities for growth available while keeping an eye or preparing for any threats that may arise during implementation.

Strengths	Weaknesses
<p>Strengths identified that were said to impart on the organization positively: -</p> <ul style="list-style-type: none"> i. Platforms are easy to use and free ii. Can suit different purposes, e.g. marketing, PR and for dissemination of information. iii. Allow for engagement – already 40 followers on FB and 27 on Twitter and therefore a good place to start iv. Provide customers with a channel for direct access to the organization v. Provides customers with real-time information (e.g. products on sale, special offers) especially on the website. vi. Allow messages to be sent to and from customers who need information about the company or place orders through WhatsApp. 	<p>Weaknesses identified on the current social media online presence are: -</p> <ul style="list-style-type: none"> i. Minimal activity especially on social media. ii. No posts or updates for over two months. iii. No designated staff members to man the various platforms. iv. Lack of a social media strategy to inform or direct activity on the various platforms. v. Low or no customer engagement.
Opportunities	Threats
<p>The Doro social media platforms provide an opportunity to: -</p> <ul style="list-style-type: none"> i. Use the platforms to build or reinforce the organization’s brand image. ii. Interact with current and potential customers in real-time. iii. To get information about the organization out there quickly. iv. To resolve customer queries more quickly while interacting with them on one-to-one online. v. To target audience segments not reached through more traditional marketing channels before – an example would be teenagers. vi. To build on customers’ feedback, comments or ideas to improve on delivery of organization mission, vision and objectives. 	<p>The threats that the organization faces on using social media are: -</p> <ul style="list-style-type: none"> i. May require additional staff resources and training to monitor online activity which is an additional cost. ii. Competitors on various platforms drawing more traffic to their sites than Doro. iii. Potential of putting organization reputation at risk due to high exposure. iv. Potential for exposure to additional risks related to privacy, ethics and stability of the website. v. Potential for inability to handle customer overwhelming responses for existing platforms to handle.

Rationale for Social Media Strategy

According to the Global Statistics Counter (2017) on the social media statistics for Kenya (see Figure 1), Facebook is used by 78.5% of all social media users, to which Facebook puts the figure at 6.1million Kenyans on Facebook. Pinterest has 10.31%, Twitter has 8.16% whose estimated membership is at 2million users followed by Instagram, YouTube and Google+ making a total of about 2%, during the period October 2016 – October 2017.



Figure 1 Mobile Social Media Statistics in Kenya
Source: <http://gs.statcounter.com/social-media-stats/all/kenya>

When one considers the above kind of reach, estimated at over 9million social media users in Kenya (Global Statistics, 2017), organizations must move with haste to engage with this group of people where they are and this is on social media platforms. Facebook's reach becomes incredibly important for organizations to join communities and run digital advertising campaigns and conversations to build their brands as well as other social media platforms.

Another platform that has quickly taken Kenya by storm is WhatsApp. According to Nendo, the current usage in Kenya is over 10million (see Figure 2), which translates to the number of people that can be exposed to an organization's brands if proper strategy is employed. It is no longer a question of whether to be on social media or not, companies must register online presence to able to monitor and contribute to conversations about their brands.

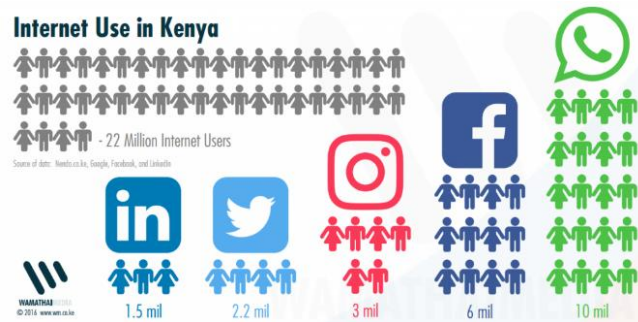


Figure 2: Internet use in Kenya
 Source <https://www.nendo.co.ke/>

In sum, the business rationale for effective social media participation is proposed here to assist the organization as follows:-

1. To help extend Doro prospects and enhance customer base.

The availability of large clientele on social media will help Doro's brand and offering reach this huge customer base due to strong audience numbers which is different from the reach through traditional media. This is both in Kenya and within the East African region should the organization need to expand to these markets.

2. To build relationships with friends, fans, followers and the general public.

Social media can help support Doro's biggest fans and influencers who in turn can enhance the information that the organization prospects and customers gather and share with their following.

3. To boost entire sales process.

Social media provides useful information to aid the buying cycle which includes need initiation, research engagement, purchase and post-sales support including returns and additional product purchase and advocacy.

4. To assist Doro monitor its reputation.

Regardless of whether Doro actively participates on social media platforms or not, it is crucial to monitor what is being said about the Doro brand and/or offering and the sentiments surrounding these conversations. Doro must remember that this will happen

without the organization's involvement and therefore there is need to be prepared because positive user support can turn negative very quickly.

5. **To aid in search engine optimization and marketing.** Doro can enhance its search marketing efforts by effectively using a variety of social media platforms. It is noted that the major options that appear in search engine results are YouTube, Facebook and Twitter.

The above provides the rationale of why an effective social media strategy is crucial to the organization and the proposal for the same is given herewith.

Proposed Social Media Strategy

The researcher notes that even though Doro has not found much use for all the above platforms, the company can utilize the same to create or build brand loyalty in tandem with the production expansion plans as they will not always be a higher demand than an organization can supply. The recommendation is therefore to revamp the account using a social media strategy based on the proposed ACCESS Model on all its social media platforms as follows:-

Facebook

Audience

In a news item in the Business Insider (2017) on the worldwide social media landscape, Facebook (FB) dominates the numbers of monthly active users according to a research done by Statista as reported by the magazine (Figure 3a) and Pew Research Centre (2017) as seen in Figure 3b. Therefore, there is a significant amount of people on this platform and hence Doro cannot just ignore updating of posts targeted to members on this platform.

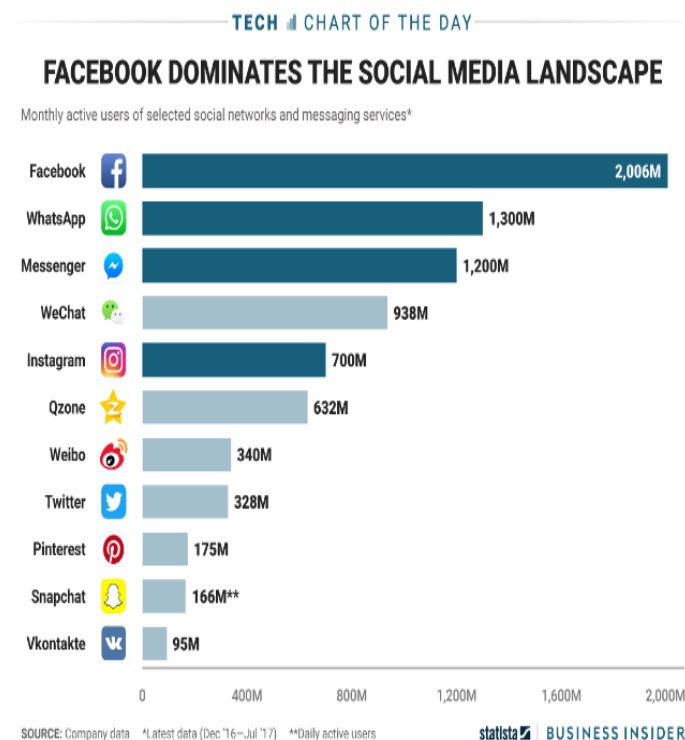


Figure 3a Social media daily active users 2017
Source: Business Insider - www.businessinsider.com

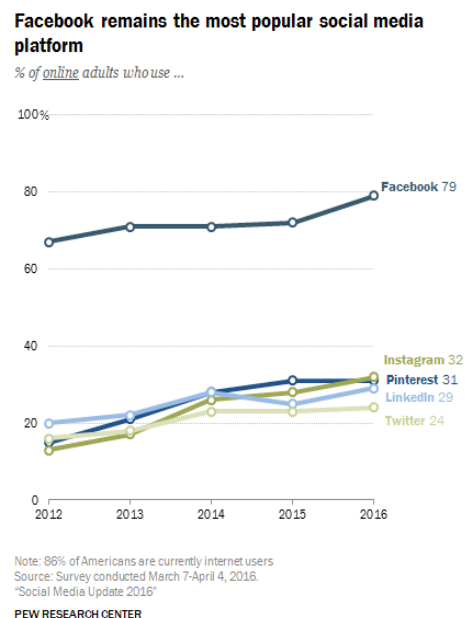


Figure 3b Social media users updated 2016
Source: Pew Research Centre www.pewresearch.org

In terms of demographics, from those identified in the Doro survey (Figure 4a below), the majority of those interviewed were between 16 – 45 years old. Figure 4b below this shows these age-groups are the majority of Facebook users in Nairobi. The graph shows how the different age-groups consume different social media platforms following a research done by Creative Results. There is indication that all the age-groups represented are certainly on FB and from the graph, we note that this platform has the largest following for all ages.

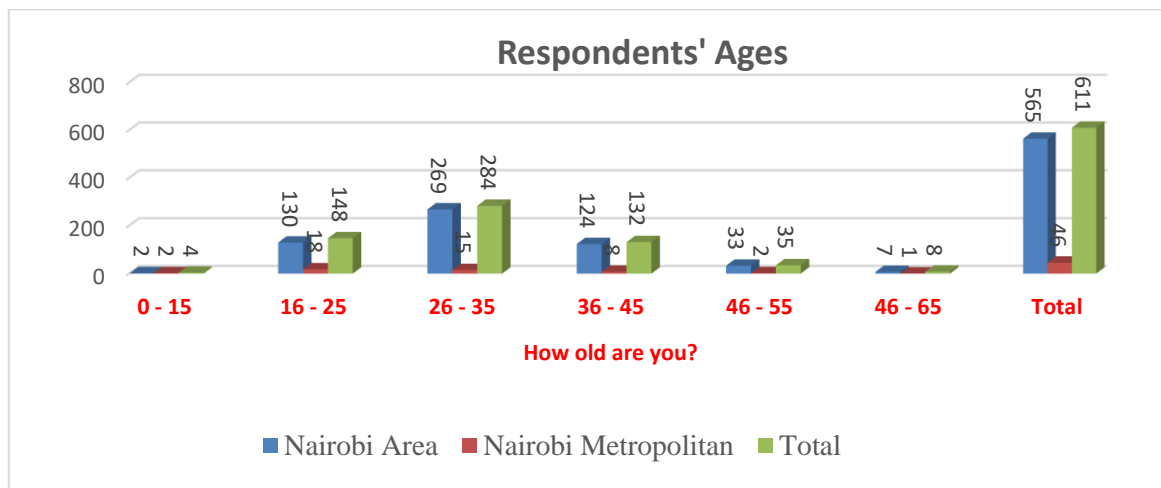


Figure 4a: Doro Survey Age statistics analysis
Source: Doro Kenya (2017) survey results

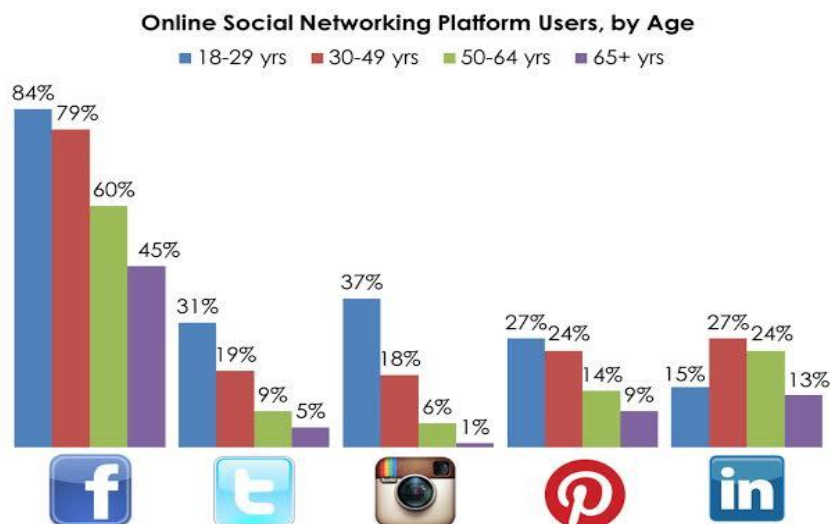


Figure 4b – Online social networking platform users by age (Duggan et. al, 2009)
Source: www.pewinternet.org

Concept

Doro will need to create and verify content in line with the organization's goals and objectives. As seen previously, Doro's vision is to be the most preferred, consistent quality supplier of broiler chicken products in Kenya. Posts that would enhance this vision are:-

- Pictures of products on sale showing quality packaging.
- Original recipes to promote the Doro brand.
- Sale promotions on FB to improve movement of stock to sustain organizational cash flow and profits.
- Can post short videos of premises on FB indicating environmental friendly practises.
- Encourage customer review and feedback in support of exceptional service (this will be in line with Doro's mission of engaging in environmental friendly practice and customer service).
- Encourage conversations that are aligned to organization's objectives.

In addition, content posted on FB account needs to be suitable for all ages in terms of engagement and exciting attractive content that resonates with all age groups. Previously, the posts were geared to the middle to older generation who have ability to buy. This is, mainly price lists that are targeted to income earners while the Doro survey indicates there are people below this age bracket that are certainly consuming Doro products and may have a say in buying decisions at home.

Proposed objectives for FB

- i. To increase exposure to current and potential customers by 20% by 31 January 2017
 - To efficiently do this, Doro needs to use the FB page to create awareness about its products. This is by posting information that is already on the website and increasing fresh content by possibly posting new offers and updates frequently.
- ii. To help generate 20% more leads by 31 January 2017
 - Engage with visitors who visit the page by requesting those to like/dislike posts to enable them understand what the product is about.
 - Doro will also be able to gauge customer feedback through this engagement.
- iii. To substantially lower marketing expenses by 80% by 31 January 2017

- Creation of FB ads costs nothing as one only needs to upload pictures with information about the product on sale and are relatively inexpensive compared to traditional print, radio or TV advertisements.
- The ads are to a specific audience that is interested in the Doro's page topic and therefore more effective.

Competition

An analysis was done using Keyhole analytics to check and review what Doro's five leading competitor organizations and their average FB engagements for a 4-week cycle. Figure 5 gives a comparative analysis of these findings.

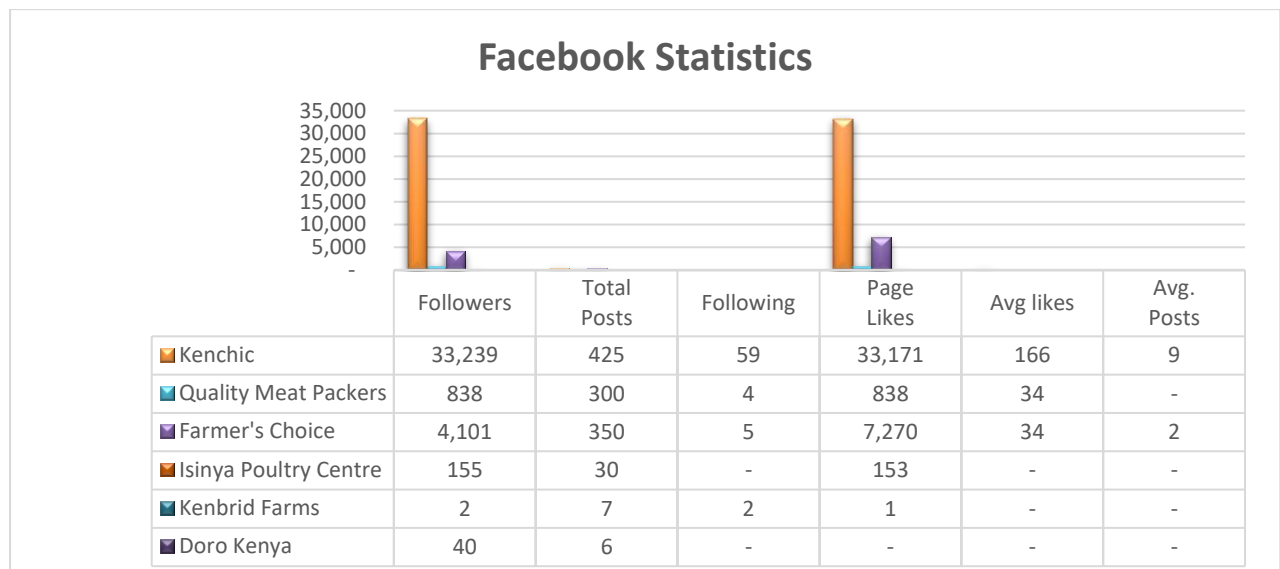


Figure 5: Analysis of competitors' Facebook activities

From the findings, one can note that other than Kenchic Kenya, the other competitors are not active on followers on social media and the said followers liking their posts. In terms of content, there are also very few active posts with customer engagement which are mainly on:-

- Range of chicken products that are well branded.
- Recipes with interesting taglines such as "recipes to end boring lunches" and "interesting grill ideas".
- Season greetings targeting Kenyan holiday seasons are also common accompanied by recipes to try during the holiday.

In comparison, Doro has no direct posts and therefore fairing just as poorly. There are only 40 followers who like the page but have not commented. The main posts are from a former staff member and some are tied to her account. There is therefore need to improve on this along the suggested strategy proposed below.

Execution

Content creation strategy

- To create quality content that will draw traffic to the platform at least once a week.
- In consultation with an identified Chef, to create online recipes for fans and followers. Followers will also be encouraged to share any original recipes and pictures with others.
- To update relevant and up-to-date content on chicken products and encourage others to share any updates.
- Ensure the platform is embedded with other social media links, to cross-share updates through other Doro platforms with similar identity to ensure consistency

Implementing

The proposed timelines for execution and implementation of content are as follows:-

Daily Activities

- 1000hrs – Provide status updates – news, photo uploads, health tips and recipes
- 1500hrs – Respond to any comments by providing feedback to questions and like fan posts

Weekly Activities

- Mondays - Run the Facebook Insights to monitor the metrics for the previous week to review customer engagement and other insights.
- Fridays - Engage with other fan pages, profiles and join new communities.
- To remain competitive – enhance participation or posting in the other embedded platforms and draw traffic from the said forums.

Monthly Activities

- 1st working day of every month – Upload events calendar and ensure to upload images or photos thereafter – immediately or within the first week.

- Review content or theme for the month
- Plan in consultation with an identified Chef, to create online recipes for fans and followers. Followers will also be encouraged to share any original recipes and pictures with others.

Social Media Tools - Useful Facebook Tools

The following tools available on FB are useful when maintaining an FB business account that are recommended for use by Doro:-

1. Activity Log – click on this weekly to review all activities done on Facebook that is, posting a status, liking photos and updating information. It is possible to filter reviews by activity or by target.
2. Ad Create Tool – should you wish to create an ad, FB provides a tool to ensure business's ads are well designed and placed prominently. One has a choice of selecting a goal for promoting the business or page, for example more page likes and increased customer engagement. This tool automatically selects the right combination of ads for this purpose.
3. Conversion Tracking – this tool helps one track the effectiveness of the ads created on FB based on specific actions one wants them to complete, like buying the chicken products and therefore Doro should utilize this often.
4. Browse – this tool filters out randomly selected type of content through FB graph search, whether it is videos that one has liked or people in a company's networks that the organization has not friended yet. The proposal is to have Doro utilize this tool to inform future content.
5. Custom Audiences – FB allows one to upload curated lists of audiences on the brand's FB account. This information is normally encrypted so not everyone can access it other than the person uploading the information. Doro should segment audience using this tool to allow for effective follow up or future targeted campaigns.
6. Facebook Desktop Chat – Doro can use this for quick responses to new messages and to chat while working on other things on the computers during office hours. This will

however mean that there is someone assigned to deal with customer requests and provide responses throughout the day.

Sales Viability

Ultimately, it is about return on investment. Facebook provides analytic tools that Doro should use to:-

- Gather strategic insights from Facebook data that will assist in understanding impressions, fan growth, content behaviour with data visualizations and dynamic charts. The analytic tool will also assist in identifying the best content by providing post levels to track performance.
- This will also assist in comparing Doro's performance with other competitors as it will track FB metrics and benchmark Doro's page against competitors.
- Monitoring customer comments and providing feedback as quickly as possible will also help grow knowledge on consumers' feelings about the Doro brand.
- Page Insights also helps to see when most of the organization fans are online by weekdays and hours with the highest potential. This will help optimize a post's organic reach.

Facebook analytics and algorithms will help Doro in making strategic decisions about what to improve on, what to include or exclude in future.

Twitter

For the Twitter platform, the strategy suggested is to use the same ACCESS model to plan strategic content and engage with audience/customers meaningfully. The strategy is drawn out below.

Audience

Referring to the Doro research, the responses contained people of the age group between 16 - 45 years old. The statistics seen earlier from Creative Results as shown in Figure 4 below (given again for ease of analysis), indicates the demographics of the Twitter audience in terms of age is largely between 18 – 49 years old and therefore Doro content should be geared to this age group.

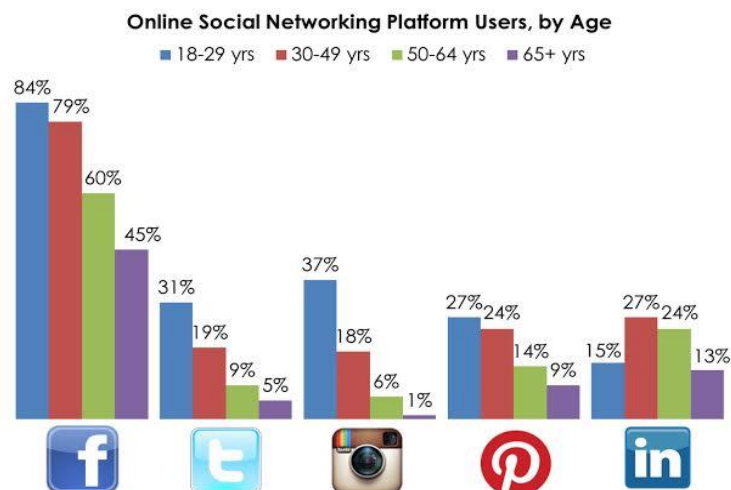


Figure 4b – Online social networking platform users by age (Duggan et. al, 2009)

Source: www.pewinternet.org

In terms of time spent on social media, a study by influencer marketing agency Mediakix (Cohen, 2017) in Figure 6, Twitter indicated the least spent time on compared to other platforms and therefore, Doro tweets should be short and very brief. High impact tweets should be considered. They should be able to engage the consumers perhaps with a call to action to engage meaningfully with them.

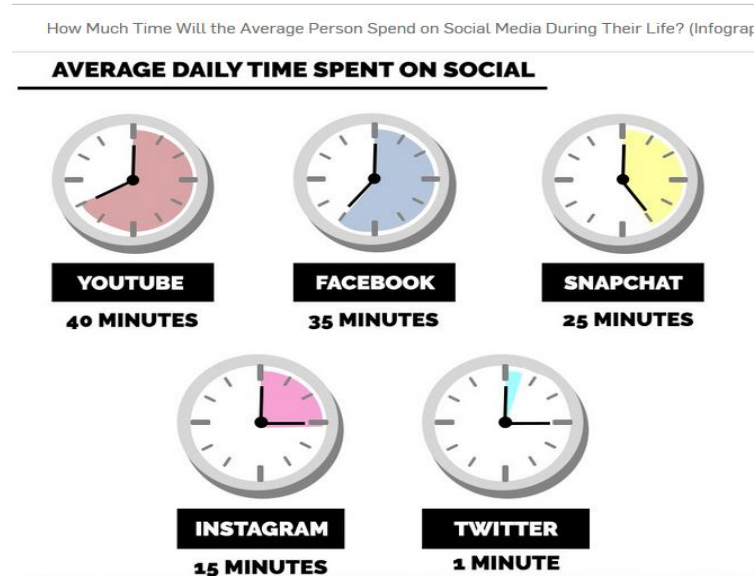


Figure 6 : Average daily time spent on social media (Cohen, 2017)

Source: <http://www.adweek.com/digital/mediakix-time-spent-social-media-infographic/>

Concept

Doro will need to create and verify content in line with the organization's goals and objectives. As in other platforms, Doro will need to use Twitter strategically to:-

- To open up a respectful, knowledgeable interaction with the twitter audience noting the platform is very interactive oriented.
- To create awareness and let the Twitter audience know about Doro products and other offerings.
- To promote the Doro brand in brief exciting statements and draw traffic to the organization website and other social media platforms.
- To interact with customers meaningfully for mutual benefit.
- Recognizing that social media shapes public thinking about self/company – to ensure only the relevant information will go onto the twitter platform.

Proposed objectives for Twitter

- i. To build brand loyalty by 60% by 31 January 2017
- Doro should endeavor to provide consistent valuable and entertaining content to ensure followers stay loyal even when the organization makes mistakes.

- When followers see Doro being active on social media and responsive, they are more likely to do business with the organization and also engage with the company.
- ii. To help increase Doro's web traffic by 40% by 31 January 2017
- Doro will use the twitter handle to draw traffic to the organization's web page by using appropriate hashtags on posts.

Competition

The statistics in Figure 7 below were obtained by using Foller.me Analytics for Twitter which was based on activity from the date joined to analyze competitor activity or performance on this platform. From the analysis, it would appear only Kenchic has had a bit of activity on Twitter and other organizations do not favor this. It is also worth noting that the last posts from Kenchic on Twitter were done in June 2017 which is a long time to stay idle on the platform. Doro has also had minimal activity and therefore there is need to evaluate whether to retain this platform or not.

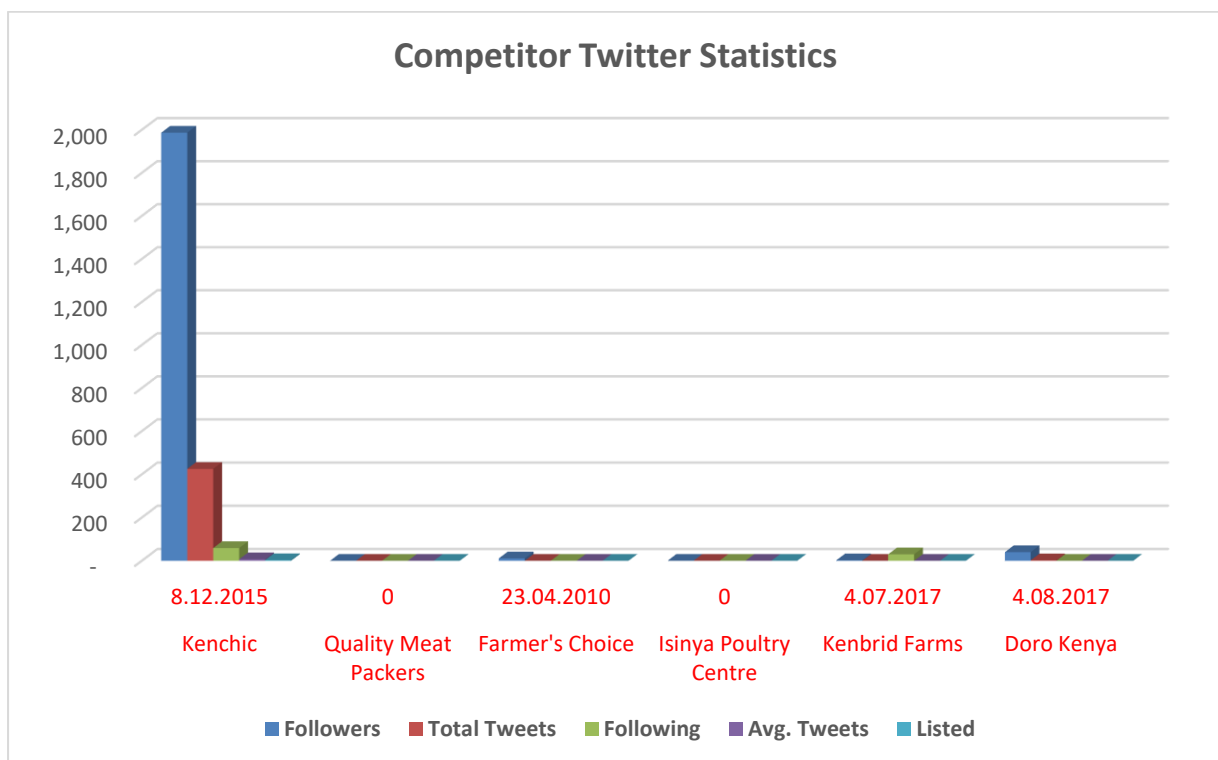


Figure 7 – Doro competitors' Twitter activity analysis from account opening date

On the popular topics that Kenchic has used on Twitter is on recipes for holidays and interesting chicken dishes. Popular hashtags are #realchickenrealway, #grabakuku, #recipeoftheday among others.

Execution

Content creation strategy

- To create quality content that will draw traffic to the platform at least once a day.
- Encourage followers to comment on new posts in other platforms.
- To update relevant and up-to-date content tweets on offers or promote Doro events.
- Strategic use of hashtags that will allow promotion of products or information in other Doro platforms. Examples would be #doroSmokySaturday, #doroSpicySunday, #doroMushyMonday among others.
- Ensure the platform is embedded with other social media links, to cross-share updates

Implementing

Ensure content is posted along the following proposed timelines: -

Daily Activities

- All day – Updates on happenings in the poultry industry, engage in relevant conversations
- 1000hrs - Follow any new followers, like their comments and tweets. Retweet any relevant post or inspiration health message and give thanks to any retweets from Doro account.
- 1000 – 1020hrs Promote social media platforms through appropriate hashtags and draw followers to the website.

Weekly Activities

- Mondays - Use the time to schedule tweets for marketing promotions and any upcoming activities including designing weekly hashtags to use.
- Fridays - Use Twitter analytics tools to review tweets successes/failures of the previous week

Monthly Activities

- Plan and schedule tweets for any upcoming events.
- Develop new relationships by identifying untapped communities

Social Media Tools - Useful Twitter Tools

1. Twitter account is already set up and now requires activity to engage with the public.
2. Twitter Engage – this is a companion app for Twitter that gives real time insights that helps track important followers, highlight important mentions from influencers and data on that help one understand, engage with and grow the audience. Twitter Engage also uses retweets to analyze account performance and audience as well as track post performance. Doro should download and use this app to analyze its account performance.
3. Twitter Lists – this is a built-in Twitter feature that allows one to segment an account’s timeline as well as create mini-news feeds. These can be public lists or private ones and one can add any handle whether you follow the account or not. These lists are useful for monitoring influencers, industry trends, or even competitors.
4. Twitter Analytics – to obtain basic statistics on Doro’s Twitter activity

Sales Viability

Again, checking on ROI every Twitter account has free access to the Twitter Analytic Dashboard as indicated above. This helps provide the following:-

- Information on the most successful tweets posted.
- Obtain demographic information of followers to inform strategic targeted content
- Track performance of tweets.
- Used together with other proposed tools above, these should provide comprehensive reports that can be viewed monthly, as proposed.
- Gather strategic insights from Facebook data that will assist in understanding impressions, fan growth, content behaviour with data visualizations and dynamic charts.

Observations

Doro currently maintains an inactive account on Twitter. The immediate recommendation is to delete the account unless someone dedicated to monitor this platform is identified, preferably a social media expert or specialist. The reason being, from different researches done on social media consumption, Twitter use is on the lower side as seen on the findings in the diagrams overleaf.

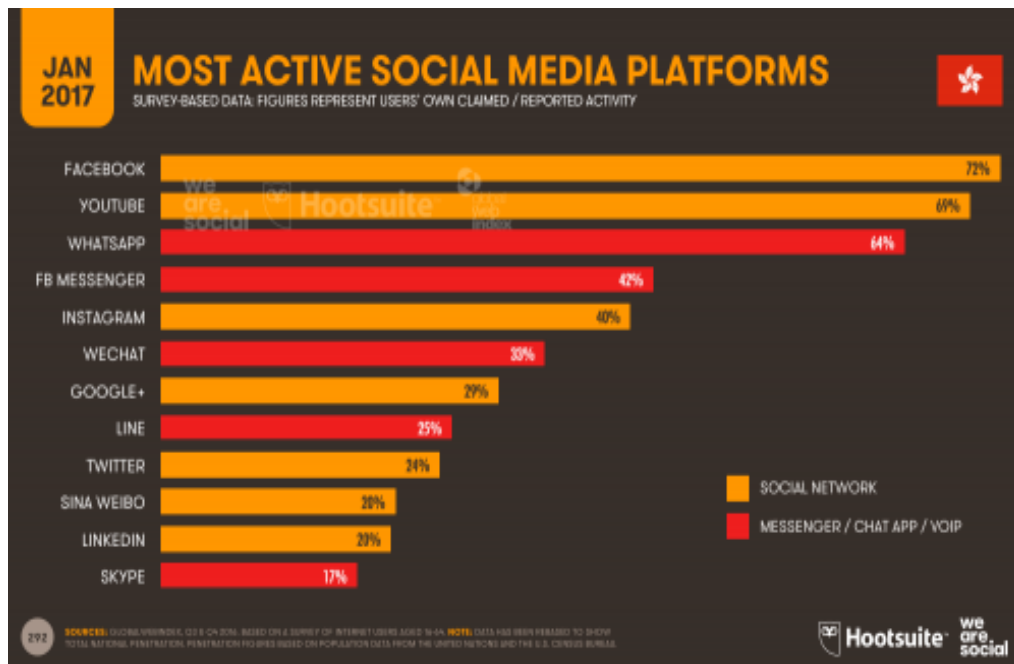


Figure 8a – Active social media platforms

Source: www.hootsuite.com

Twitter is at 24% while other platforms used by Doro are at 72% (Facebook) and 64% (Whatsapp).

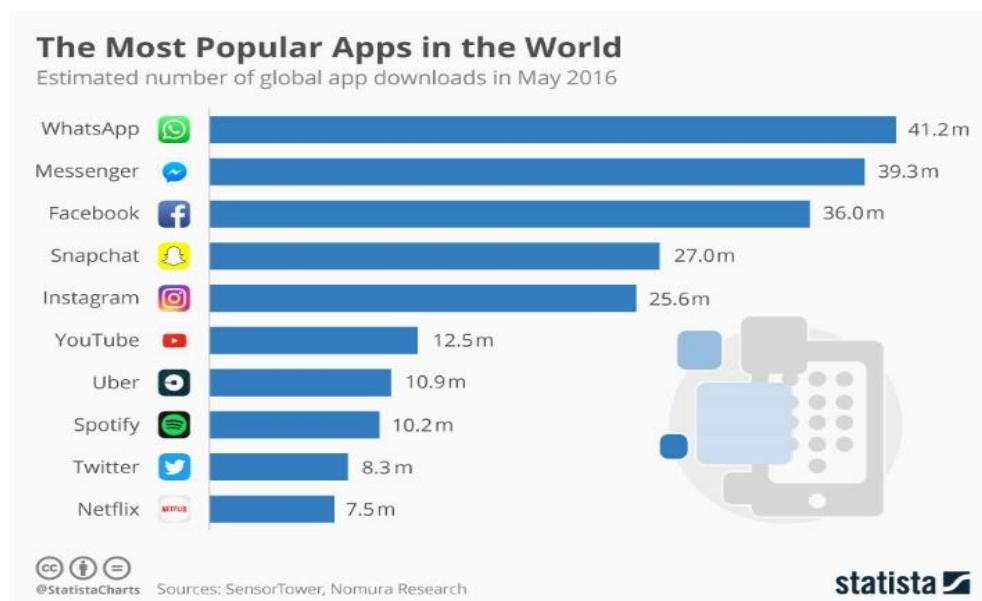


Figure 8b – Most popular social media app downloads worldwide

Source: www.globalstatistics.com

Twitter app downloads stand 8.3million while WhatsApp is at 41.2million and Facebook at 36.0million.

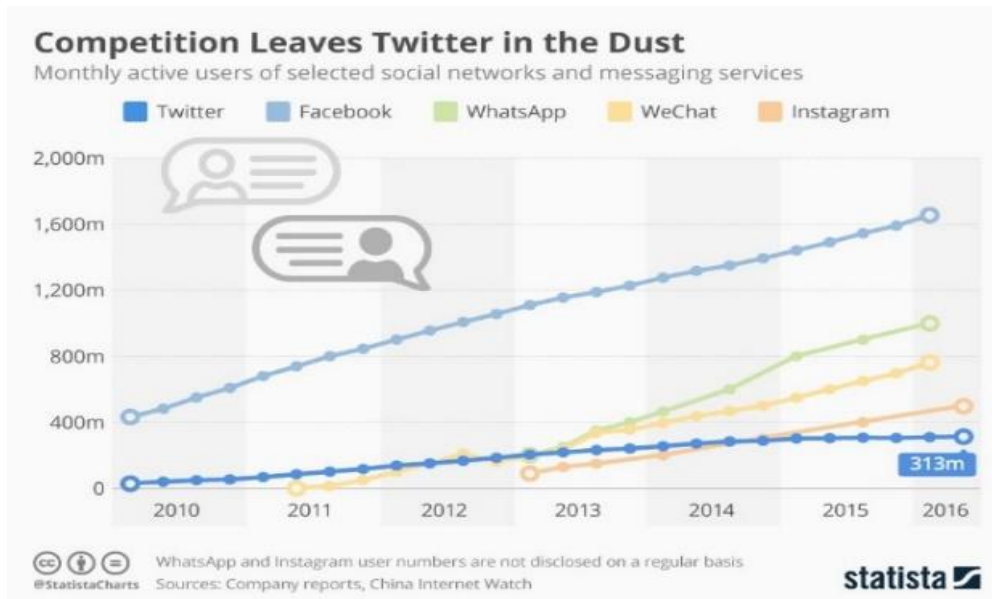


Figure 8c: Active users of selected social media platforms

Source: www.globalstatistics.com

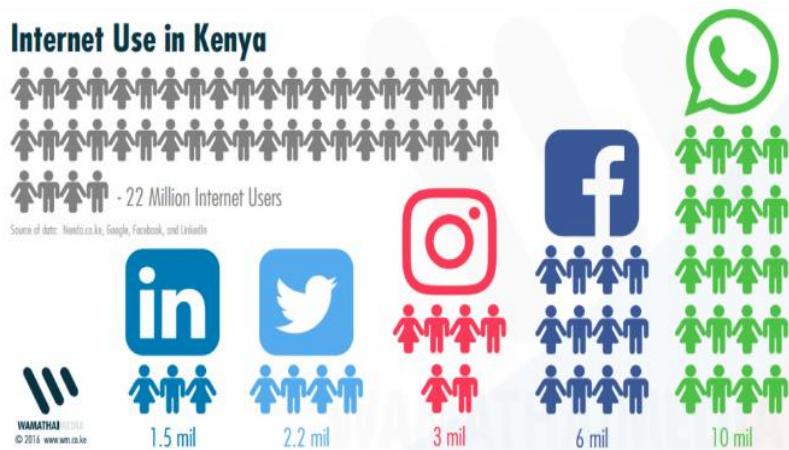


Figure 8d: Internet use in Kenya

Source: <https://www.nendo.co.ke/>

Even though the numbers in Kenya have changed significantly and now currently stand at over 3million, the main hiccup would be maintaining the account in terms of tweet responses and controlling content that spirals very quickly on Twitter. From the analysis done below, Figure 9, by Delhi School of Internet Marketing (2017), the response requirement is very high and therefore there should be someone manning the account throughout the day. It is noted that 78% of people who complain about a brand via Twitter expect a response within an hour.

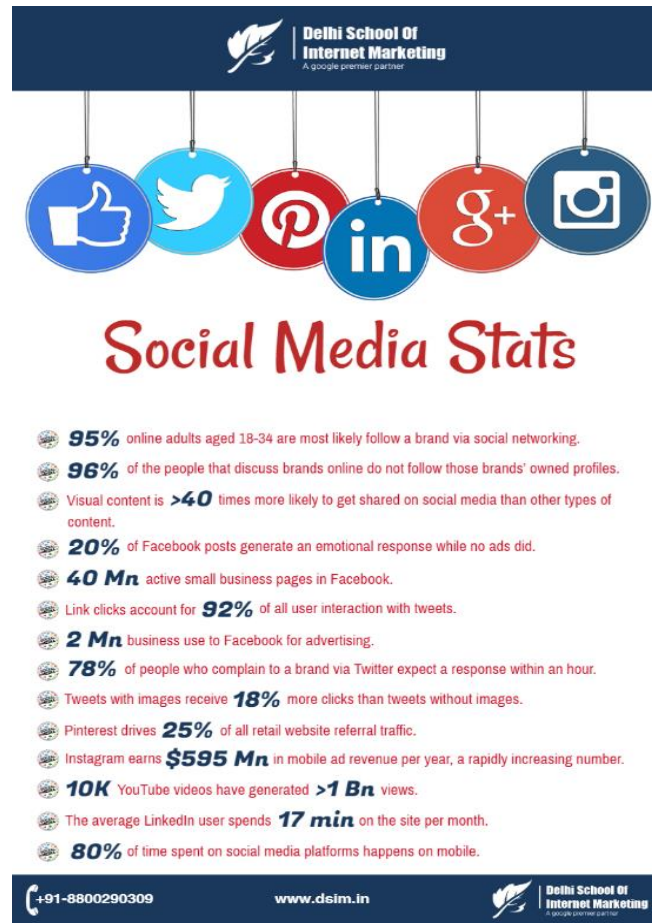


Figure 9 – Social Media Statistics

Source: www.dsim.in

The above statistics are useful when considering what platforms Doro should keep and what can be dispensed with for the short-term. It is also noted that other poultry players in the market, other than Kenchic, do not use this platform and even so, tweets or posts are highly irregular. However, if Doro identifies a social media specialist to monitor its social media platforms, then the organization can consider the strategy using the ACCESS model as proposed above.

WhatsApp

As a messenger app, WhatsApp has caught up to social networks in terms of users with over 1.2 billion monthly active users around the world (Hootsuite, 2017). Upon conducting an initial inquiry, Doro management confirmed that the reason for the switch from online social media activity was because of the successful use of WhatsApp to handle orders and regular contact with clients. Therefore, the requirement is to have a structured strategy to effectively handle conversations and activities on WhatsApp as a social media platform.

WhatsApp growth is credited to being a phone messaging application that allows for text, photos, gifs and videos to exchange information with any contacts on the same platform. Doro has used this platform to communicate directly with previous clients and current customers. Using the ACCESS model, the proposal is structure the communications/conversations as follows:-

Audience

The app is installed in a line that is exclusively used by customers for orders and communicating with Doro and therefore, there needs to be a sequence for storing customer contacts. The proposal is to segment the groups as follows:-

- a. Response List – this list will contain names and telephone contacts of direct buyers who have previously made purchases on direct response offer.
- b. Circulation List – this list will contain names of targetted potential customers who have made enquiries but have not purchased anything yet. They can be grouped based on specified demographics, psychographics, behavior response or geographical location. This is so that whenever the organization has a sales promotion or target offers, these group can be easily identified.

Concept

Many of Doro's clients do not access social media platforms other than WhatsApp in Nairobi environs and therefore the need is to structure conversations on the app. The proposed ways of using WhatsApp more strategically are:-

- a. Using WhatsApp for storing customer information

Since this platform is phone based, storing telephone contacts properly will ease retrieval whenever Doro wants to send out information to targeted audience quickly. It will also ease segmentation of audience in different categories such as new customers, repeat customers or potential customers. This is easily done through creation of groups in the WhatsApp platform. Updates or posts on these groups will therefore be target-based and more effective. Storing customer information according to their preference list of Doro products can also help target specific offers of those products to them.

b. Using WhatsApp for customer communication

Doro should utilize this platform for follow-ups instead of direct phone calls especially for repeat customers. The app allows for one-to-one chats with another user and therefore ideal for reaching out to customers directly even without calling. This saves the organization telephone costs and allow for a little informal communication that is likely to get better response and engagement. Doro can also send out communication on new offers, send festival wishes to customers and any other announcements.

c. Using WhatsApp for customer support

Since the platform has wider reach compared to other social media platforms, some customers will find it faster to send a message over WhatsApp instead of having to keep calling customer service or help-desk. Therefore, a dedicated person who is well appraised of organization policies, product prices and trained to deal with customers should man the cellphone line. However, as the organization grows and the number of contacts increase, this can be supplemented by an alternative number so that one is dedicated for orders and sales, and a separate line is used for customer support.

d. Using WhatsApp for marketing and promotion

WhatsApp provides a good one-on-one platform for direct communication with customers. Doro has used the platform to send images and messages to its customers. Perhaps an inclusion of audio files and short video clips of Doro's products accompanied by text messages can be sent out to market the products. Recipes on the organization website can also be shared via WhatsApp as there is less restriction on the formatting and delivery chances are guaranteed. Ideally, this should be targeted to existing loyal customers who have interacted with the organization frequently rather

than trying to reach new users that may not take kindly to getting information from an unknown number. To obtain good and positive responses, the marketing department will need to come with creative ways to promote Doro products via this platform.

Competition

There was no data available from Doro's main competitors on how they strategically use WhatsApp and therefore the proposal is to ensure creative usage of the platform to remain the preferred supplier of broiler chicken. It is important to also remember that messaging apps like WhatsApp have incredible engagement rates. According to Pew Research Center (2017), 98 per cent of mobile messages are opened and read, with 90 per cent of them getting opened within three seconds of being received. Therefore, to keep ahead of the competition, WhatsApp should be embraced as an effective marketing tool.

Execution

The proposed goals of this platform are:-

1. To increase customers' engagement and offer after sales follow up
2. To establish an avenue for customers to place orders, queries and consultations with Doro.

To be able to meet these goals and objectives, the proposal is to do the following:-

- a. Create an engaging Doro brand persona for WhatsApp.

The platform serves as a personal avenue where people talk about family, connect with friends and have informal conversations. Doro brand therefore needs to feel like a friend and therefore, the first thing to do is to create an engaging brand persona or character that will represent the Doro brand in its WhatsApp number. Begin with the name and tagline; perhaps #KukuFresh or #DoroFamily and profile pic retained as the Doro Logo. Tagline can be "*Healthy food 4 healthy living*". This evokes a feeling of healthy fresh chicken. It is important to remember people prefer to chat with personal friends than impersonal company names. This should be replicated in all other social media platforms so that it remains in the public mind whenever they think of chicken.

- b. To build a phone database in order to increase customer engagement, it is proposed that Doro offers better value to customers on this platform. Since WhatsApp is free, in order

- to attract users, there is need to offer something of value in exchange for their phone contacts. This is perhaps by selling products at discounted rates ordered on this platform exclusively or priority delivery. The sales promotion can be done for about a month and once the numbers reach desired figures, the same can be withdrawn. This sales promotion can also be advertised on other social media platforms to increase following.
- c. To sustain customer engagement, once segmentation of audience has been done, Doro needs to ensure that it posts relevant content continuously so that whenever the contacts think about buying chicken, they will think about Doro. Doro can explore undertaking research on its products on this platform through broadcast lists as well as inviting customer feedback to help improve in areas of weakness.
 - d. Customer Service – WhatsApp has a high chance of reaching all the customers on the contact list, as long as they are on the App, and therefore Doro needs to establish a quick customer-service turnaround time. Someone should be on the line throughout and perhaps inform the customers official working times to enable them to know when to expect a response.
 - e. Collaboration and Partnerships – Doro can collaborate with other businesses as well as partner with influencers by joining a number of other poultry industry WhatsApp groups or those in other industries. By becoming part of other conversations, Doro can occasionally mention its products in these groups and even if they are not interested now, they could be in the future or they could mention Doro in other group conversations or social media platforms.

Implementing

Ensure content is posted along the following proposed timelines:-

Daily Activities

- All day – Review any orders received and respond to customer queries or complaints throughout the day.

Weekly Activities

- Mondays - Plan weekly content for the various audience groups.
- Fridays - Review posts that generated a lot of conversations to be re-packaged for use again in the future.

Monthly Activities

- 1st working day of every month - Review orders received via WhatsApp and posts or engagements that turnaround many sales to ensure the same are reposted and improved.
- 15th working day of every month - Ensure directories are well maintained and updated depending on customer activity.

Social Media Tools - Useful WhatsApp Tools

Other than the general tools already being used by Doro, for saving contacts and groups, Doro should consider using the following to maximize on the WhatsApp tools:-

- a. Broadcast Messaging - to send general content about its products to all its customers. This is a feature available from the 'New Broadcast' tab that allows one to send a mass message to many people but they can only reply individually to the organization and it does not let recipients see each other. It is ideal for promotional offers, personal announcements, event invitations, and similar messaging and allows for attaching of documents, images or videos for emphasis.
- b. Chat Backup – This another useful tool for archiving customer records by backing up chats for monthly reviews or future reference.
- c. Status Update – allows one to send an update either by sharing an image or video to selected audience in the contacts list. This can be exploited to send out updates of new offers or category of products.

Sales Viability

The versatility of this platform in allowing sending of images, short video clips and documents detailing an organization's products and services at absolutely no cost makes WhatsApp a useful platform to promote Doro brand and therefore should be used effectively as an additional tool to help the organization meet its objectives.

The existing features provide valuable engagement with Doro customers as a way of spreading information about the brand and understanding the organization's customers' needs. Of concern though is to ensure that the relationships with customers are not abused and should not

only be about making sales. Because of its private nature and the fact that this platform does not have any business-specific features yet, it is important to be innovative in any marketing approach to remain the preferred contact for chicken supplies in Nairobi.

Website

Doro Limited's website appears well structured with a lot of content about the organization. The only shortfall being that it is not updated regularly and therefore not being used effectively. Perhaps there is need to review the contents in line with the social media platforms content so that there is synchrony in posting of updates and other content. Following on the ACCESS model in drawing up a strategy, the following is proposed for website use:-

Audience

The internet audience is large and diverse and important to note that it is worldwide. The Doro survey did not reflect or check for internet use and therefore, it is assumed that content that is on the website is for a wide variety of online audience. Therefore, pages should be segmented or structured with this mind, especially where price lists are offered. An exchange rate widget should be introduced so that those outside Kenya can be able to estimate what the costs are. In determining what content to update, Doro should consider the demographics and online behavior of targeted audience. According to a study done by Pew Internet and American Life project to understand internet use by different generations as shown in Figure 10 below, the bulk of audience on the internet are millennials and generation x and therefore much of the content should be geared to this audience.



Figure 10 – Generations online activities (2016)

Source: www.pewresearchcentre.com

Competition

A quick analysis on the web, the following information on Doro's competitors was noted:-

Table 4 – Website contents of Doro competitors

Organization	Website Presence/Activities
Farmer's Choice	<ul style="list-style-type: none"> i. Have a website since 2016 that has a lot of content displaying the organization's products. Appears to be updated regularly but there is no evidence of customer engagement and interactions. ii. Have fun recipes and job opportunities posted on the website. iii. Embedded with Facebook and Twitter accounts. iv. Contains third party content – cheese and vegetable suppliers indicating strategic partnerships.
Kenbrid Farms	No website
Isinya Feeds	<ul style="list-style-type: none"> i. Have a website since 2011 that has a lot of content displaying their products but does not seem to be updated regularly. ii. Website displays awards/industry quality marks. iii. Embedded with inactive Facebook, Twitter, LinkedIn and YouTube accounts. iv. Display production lines, images of delivery trucks and other miscellaneous items. v. No price lists provided.
Quality Meat Packers	<ul style="list-style-type: none"> i. Have had a website since 2009 but it appears dull and not regularly updated. ii. Has images of organization's products and provide a customer service contact number. iii. No price lists provided on the websites just pictures of products.
Kenchic Kenya	<ul style="list-style-type: none"> i. Website created 2014 and well-structured and indeed very colorful and attractive with chicken meals. ii. Products well packaged and branded with the Kenchic brand which is commendable. iii. Have recipes posted from 2014-2016 that are very traditional suitable for local market iv. Price lists not provided.
Doro Kenya	<ul style="list-style-type: none"> i. Website available and well structured, created in 2016 ii. Contains information about Doro products and offerings iii. Organization contacts provided. iv. Price lists provided for different products. v. No new content since website was created. vi. Platform offers opportunity to make online orders. vii. A few recipes provided by a Chef viii. Not embedded with other social media platforms.

The analysis basically shows Doro is doing better than some of its competitors and therefore there is only need to improve on content and regular updates. Also, there is need to embed other social media platforms to draw more traffic to the site. Widgets should be created immediately for this purpose once the other platforms are activated.

Concept

Websites allow an organization an online presence 24hours a day, 7 days a week. Therefore, the website can attract new customers even when offline and help the organization meets its objective of growing its customer base. Visitors to the site are able to access pertinent information about the organization from the comfort of their own home without the pressure to buy and that is why close attention needs to be given to content being posted there.

The current site is well structured as seen above but requires constant updates. Since it provides an avenue for a fast and simple way of communicating from current customers and prospective ones, there needs to be a designated staff member monitoring customer engagement.

Execution

To draw traffic to the site, there is need to include Facebook and Twitter widgets that link the social platforms to the website. This will provide a quick and easy way of communicating with the organization and provide an avenue to promote other social media channels as well as build a community with customers.

To engage visitors on the site and other customers, Doro should upload promotional video clips and request for their feedback on its products. This will ensure meaningful online presence other than just having a website for the sake of it.

Implementing – Proposed posts timelines are as follows:-

Daily Activities

Every two hours - Check for any orders, inquiries or comments and respond as appropriate.

Weekly Activities

Fridays - Track analytics for the week to review which posts are providing feedback in line with organization's key performance indicators.

Monthly Activities

1st working day of every month - Analyse monthly analytics for customer engagement for the previous month to make decisions about the site strategy in the new month.

- Create editorial calendar to determine what news will be posted in the month.

Social Viability

Doro should explore use of Google Analytics as a tool to identify customer behaviour to enable the organization to adapt its business to maximize purchases through the website. This will also provide an analysis to better understand how the social media platforms linked to the website are affecting the Doro brand. Analytics can help highlight opportunities to change what is not working to ensure good return on investment.

Content posted on the website should be geared to improving search engine optimization (SEO) which is a great way to help build brand awareness. As noted earlier, Doro's competitors also have websites that come up when searching for chicken products in Kenya and therefore the company should use its website's contact page and other features to improve SEO.

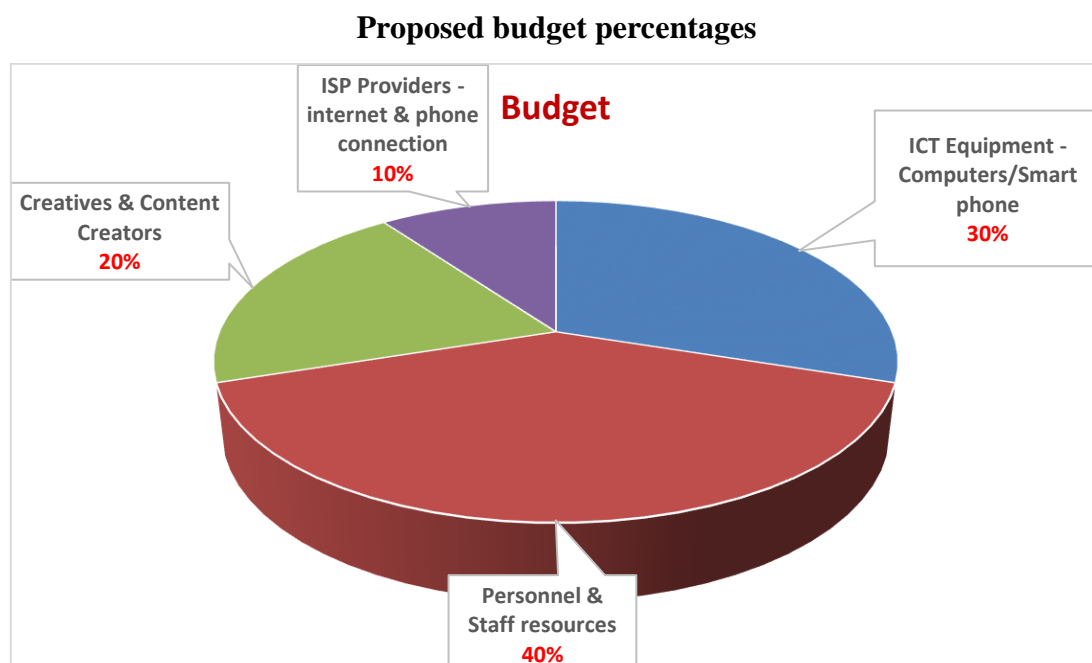
Successful online sales can remove the need of using offices or sales outlets that involve large operating costs such as rentals and office utilities. When these overheads are eliminated, they can allow Doro to lower prices of its products giving the organization a real competitive edge. It should also be noted that since the site is accessible to anyone anywhere in the world, and ecommerce is growing rapidly, geographical barriers have been removed and future expansion to regional customers is possible.

Resource Allocation

In order for the proposed strategy to work effectively, it will need to be supported by financial and human resources. The current Doro Limited organization's budget does not make provision for social media activities and neither does the management consider investing in digital communication platforms while building the right social culture at the moment. Social Media is not entirely free and therefore, there is need to redefine the company's strategic focus to include a social media budget to support online activities. The budget should be drawn out in consideration of the following expenses in the proportions suggested below.

- Tools to be used for obtaining pictures, videos and other information
- Salary for social media executive or manager to manage the platform
- Content creators and advertising creatives and digital media designers
- Internet and phone connection facilities

In terms of initial budget amount expenditure, we propose a figure is Kshs.1.2million annually to be shared out in the following percentages:-



The higher proportion is suggested for personnel and staff resources at 40% as the organization will need to invest a little more on staff in charge of maintaining the various platforms. They

need to be knowledgeable communication professionals or can be trained if their qualifications are junior and to motivate them to dedicate their time and effort in managing their various platforms. This will also improve retention of staff employed for this purpose. The next heavy investment would be the ICT equipment (computer/laptop and cell phones) and telecommunication connection. These are the major tools that drive social media. Creatives and content creators can come be hired on part-time basis to handle specific projects on a need basis to ensure quality adverts are generated for social media as the organization's image and reputation is at stake.

There should also be a marketing budget should the organization consider running ads online. It is important to adopt an organized and planned commitment of key resources like personnel, finance, materials to be used and time. They should be effectively or optimally deployed to improve effective updates and use of the various platforms.

Overall Social Media Strategy Recommendation

The following guidelines are provided for Doro to consider as an overall strategy for handling social media activities: -

- Publisher – Doro to identify one person who will be in charge as content writer in liaison with various departments. Management of this function is crucial to ensure consistency across all platforms.
- Content – To create quality content that should be duly approved by one Manager to ensure that only what will build the organization's reputation will be published. The manager should initial with his first and last name at the end of each post so that it is traceable to the author on proposed platforms.
- Cross-sharing Content – To ensure all platforms are embedded with Doro social media links, to cross-share updates with similar identity to ensure consistency.
- Privacy Policy – Doro to adopt a policy of not sharing personal information from clients with third parties but may use cookies to optimize content that can be turned off by using browser settings.
- Fans – Doro to invite as many people as possible who visit the platforms to like the content published therein to grow the Doro's fan base.

- Third Party Responsibility - information republished on other social media platforms without permission from Doro that is negative will not be the publisher's responsibility.
- Giving Feedback to Clients/Fans – As far as giving feedback online is concerned, Doro should endeavour to: -
 - Try and make sure that conversations and/or comments that raises queries are responded to satisfactorily and where there is a problem it is resolved immediately.
 - To approve readers' comments speedily so that others have access to the same.
 - To allow positive and negative comments to ensure integrity of the site is sustained.
- Content Plan
 - Organizing – All posts to be accompanied with pictures as graphic images attract more followers.
 - Images also reinforce meaning to the post.
 - Storing – Information to be retained for continuous use and expiring offers to be removed on expiry.
 - Collaborating – to join other like-minded groups and like competitors' pages to enable one draw traffic to the social media pages.
 - Use of internet pictures - Sources will be acknowledged always to avoid case of copyright infringement. This goes for quotations or content curated from other sites. Links will also be provided for the original stories for further reading, if necessary.
- Content creation schedule
 - Meet weekly to approve social media content to minimize delays in updating platforms
 - Use identified chefs to assist with recipe proposals that should be many and all Doro needs to do is schedule posts as necessary.
- Continuous Competitive mapping:
 - Review competitors' social media platforms.
 - To follow and like competitors posts so that Doro's presence is all over
 - To remain competitive – enhance participation or posting in the other embedded platforms and draw traffic from the said forums.
- Social Media Assessment
 - Measure growth, engagement, brand awareness, shareability, likes and subscribes.
 - Flag any weak spots at management level and implement changes that will improve social media activity in line with organizational objectives.

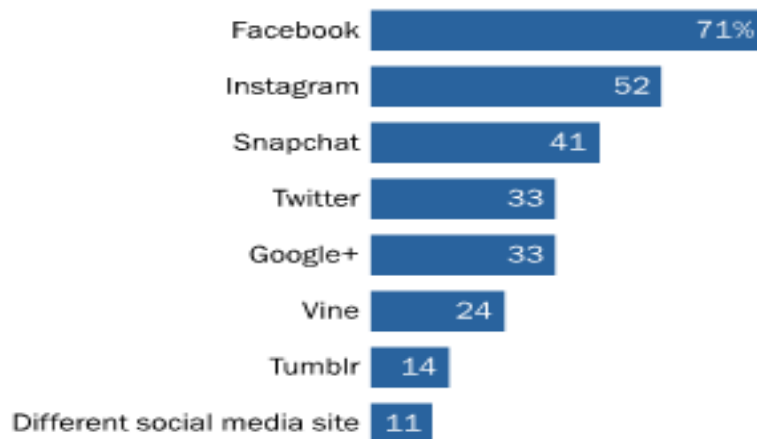
- Review performance towards the end of period as proposed for each platform to check on performance.

Future Plans

Once Doro streamlines the organization's Social Media Department, Doro could explore use of an additional platform that is growing steadily among the millennials and teens. This is Instagram. According to different researches done for this platform, especially among the teens/millennials below, many of them are using this platform and therefore there is need to be on it to engage with them. See figures below on Instagram use: -

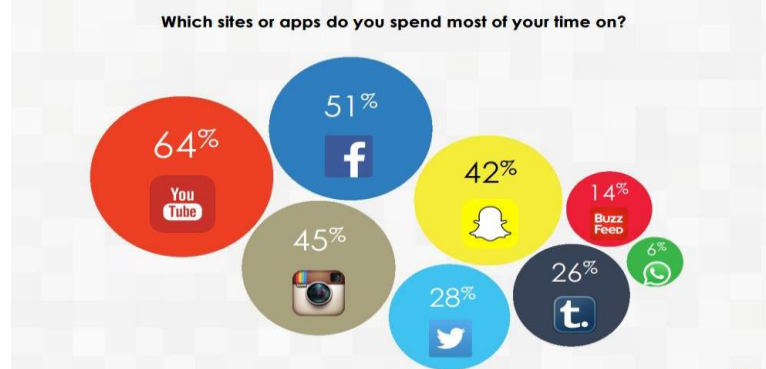
Facebook, Instagram and Snapchat Top Social Media Platforms for Teens

% of all teens 13 to 17 who use ...

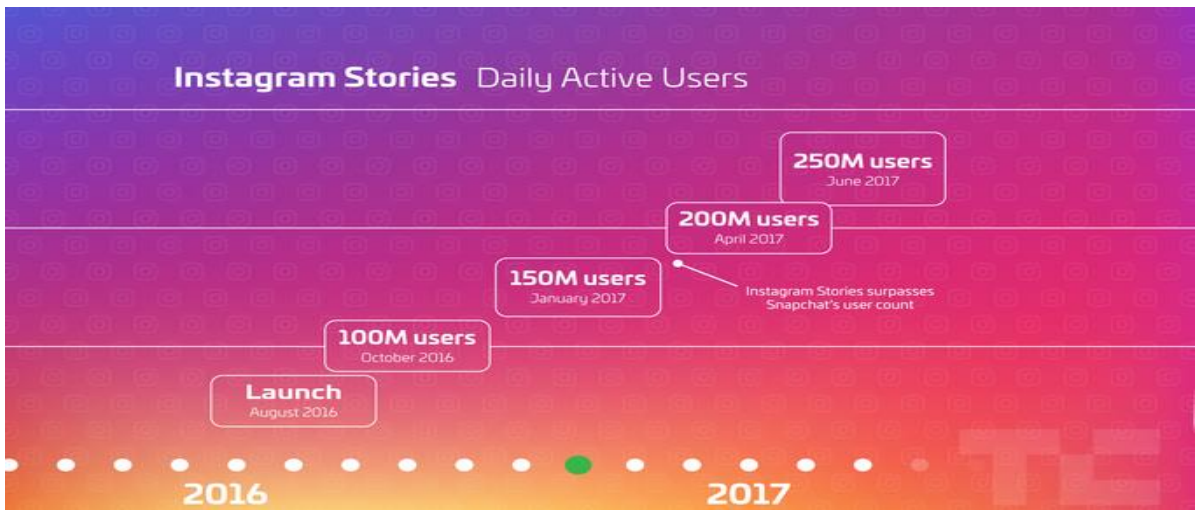
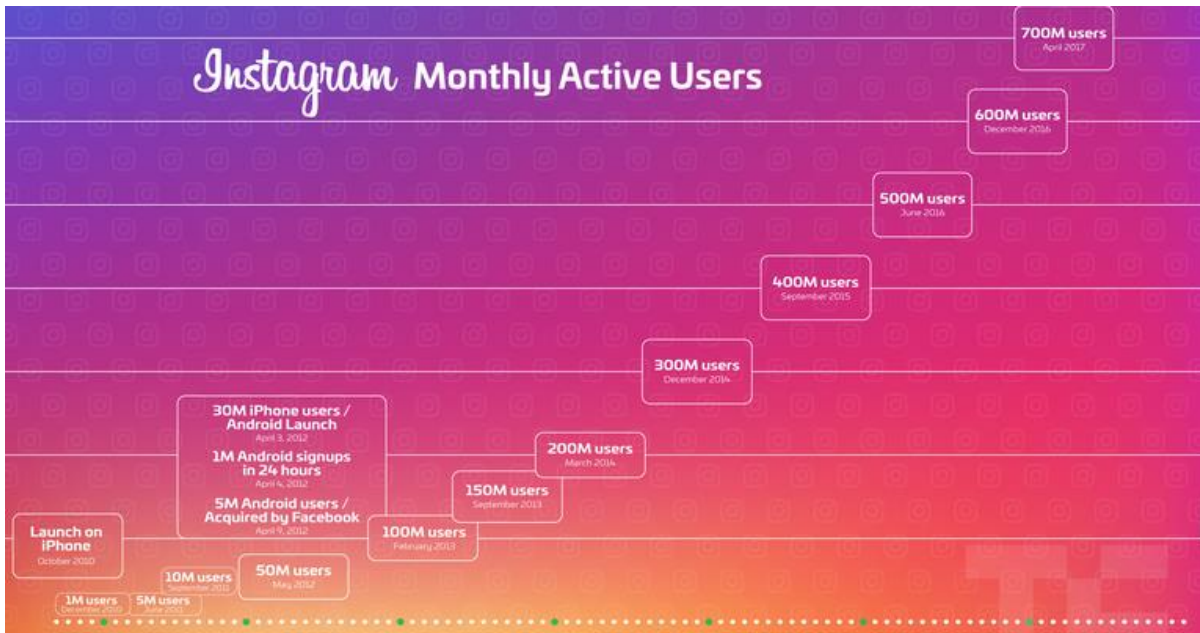


Source: PRC's Teens Relationships Survey (2016) www.pewresearchcentre.com

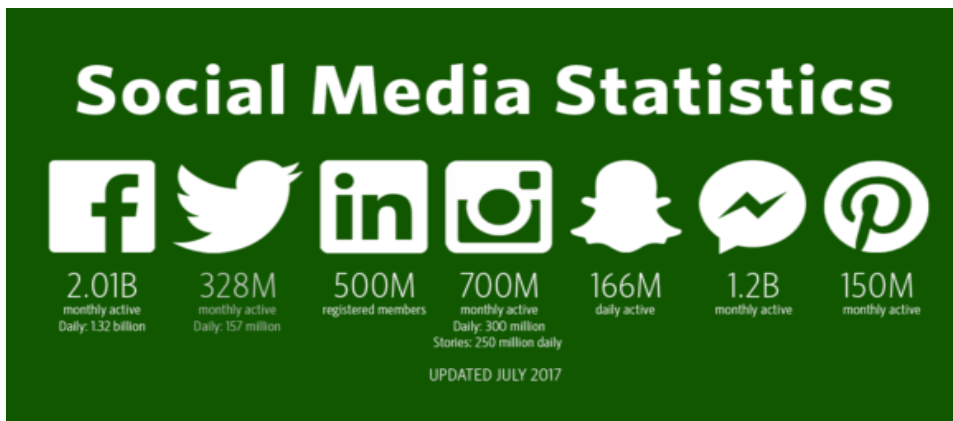
Besides Youtube, Millennial Teens Spend Most of Their Time on Social Sites/Apps



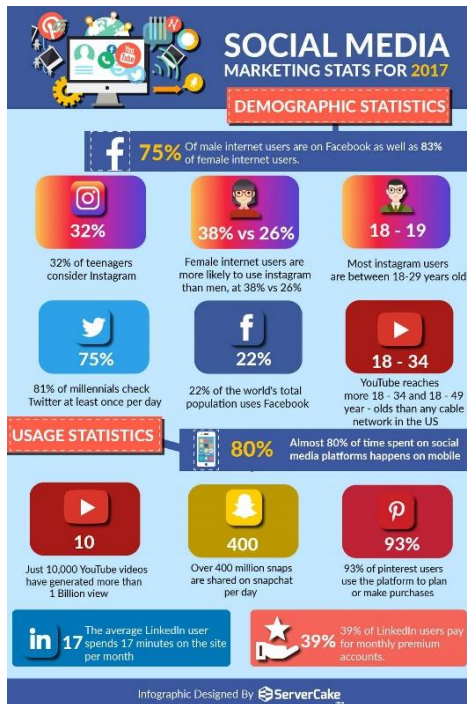
Source: Refuel Agency Millennial Teen Explorer www.refuelagency.com



Source: Instagram Monthly and Daily Active Users www.thesilicontimes.com



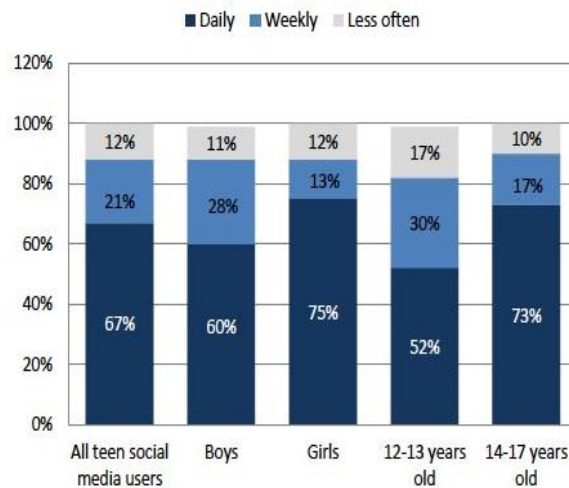
Source: Digital Trends <https://thenextweb.com/insights>



Source: www.smartinsights.com

Daily use of social media

% of teen social media users who visit social networking sites, by frequency



Source: Media education for a digital generation (Frechette & Williams, 2016)

These figures indicate the popularity of Instagram among teenagers who should not be left out. It is also noted that Instagram is rivalled mainly by Facebook and therefore a good consideration for its visual tendencies. In the Doro survey done, there is a significant number of this age-bracket interested in chicken products and while they may not have the buying power now in Kenya, they certainly influence decisions on purchase and it is important that the Doro brand is something they can resonate with as they grow older for the brand's posterity. They will soon be earning salaries to buy their preferred chicken.

Conclusion

Brand engagement needs trust particularly for new clientele; the expectation here is that the new clients before committing to the brand need to develop a strong relationship with the brand first (Hollebeek, 2011). On social media, brand engagement, brand trust and purchase intentions are positively related. Trust is necessary on web based environment interactions this is because some information might be confidential like personal information and financial data particulars. It is imperative that firms operating on online media reassure their clients that their privacy is keenly observed to maintain their trust to the organization. In essence, intellectual

brand activity captures the clients' attentiveness and attachment to the brand, while effective brand activity captures the clients brand related motivation.

Behavioural brand activity includes energy applied while interacting with the brand. This information and assessment act like a common consumer database where clients can raise concerns and also find a platform for sharing about other existing products that affects their consumer choices. Barnes, (2014) argues that consumers use social media to make consumption decisions thus making social a media a vital marketing tool. Annex V shows the general social media use and consumption worldwide.

All communications between the online vendors and consumers over social media can be considered as personalization (Hajli, 2014). Personalization increases users brand engagement positively. Personalization and consumer brand on social media are significantly related. Unlike traditional media, social media remains a well-established platform for sharing social interactions due to its Web 2.0 qualities. To improve consumer interactions online one-to-one chats are encouraged to exchange opinions and ideas with the consumers about different products. Goor, 2012 argues that online campaigns have proved to increase consumer engagement thus building better relationships.





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Annexures





I. Social Media Strategy Overview

Channel				
What?	Largest social network in Kenya Estimated at over 6million users with high levels of engagement	Micro-blogging site. Messaging now limited to 280 characters. Has over 2million users in Kenya currently	Phone messaging service that allows for text and photos exchange to organization's contacts and groups. Has over 10million users in Kenya Direct communication with current and previous customers.	Site dedicated to organization use in the internet that allows for the organization to publicize content and information about the organization. Platform used for orders and posting of recipes.
Who?	Consumers – friends, fans and followers	Consumers - KOT	Consumers – current and prospective customers	Consumers/Online audience
Objective	Show viewers Doro's personality. Create awareness of the Doro brand. Engage users in comments and share messages to their friends. Drive traffic to the website and other platforms	Engage users and gather opinions through question and answer sessions. Engage in conversations and interactions Drive traffic to the website.	Engage customers, retailers and distributors of poultry products. Retrieve daily orders Follow up on orders and sales. Obtain feedback on products supplied.	Drive traffic to the desired call to action. Build Doro brand but telling stories through recipes and althy tips posts
Frequency	Posts – once a day and review twice per day at 1000rs and 1500hrs	All day, every day	All day	4 times a day @0830hrs, 1030hrs, 1230hrs, 1400hrs
Message type	Updates, news, offers and promotions, photos, recipes	Text, photos, links to Facebook and Website	Text, photos, price lists, offers	Updates, news, offers and promotions, photos, recipes





II. Proposed Daily Social Media Calendar

Daily Activities		
CHANNEL	TIME/DAY	ACTIVITY
	1000hrs 1500hrs	Provide status updates – news, photo uploads, give health tips Respond to any comments by providing feedback to questions and like fan posts.
	All day 1000hrs 1000hrs – 1020hrs	Updates on happenings in the poultry industry, engage in relevant conversations Follow any new followers, like their comments and tweets. Retweet any relevant post or inspiration health message and give thanks to any retweets from Doro account. Promote social media platforms through appropriate hashtags and draw followers to the website.
	0830hrs 1030hrs 1230hrs 1400hrs	Check for any orders, inquiries or comments and respond as appropriate.
	All day	Review any orders received and respond to customer queries or complaints throughout the day.

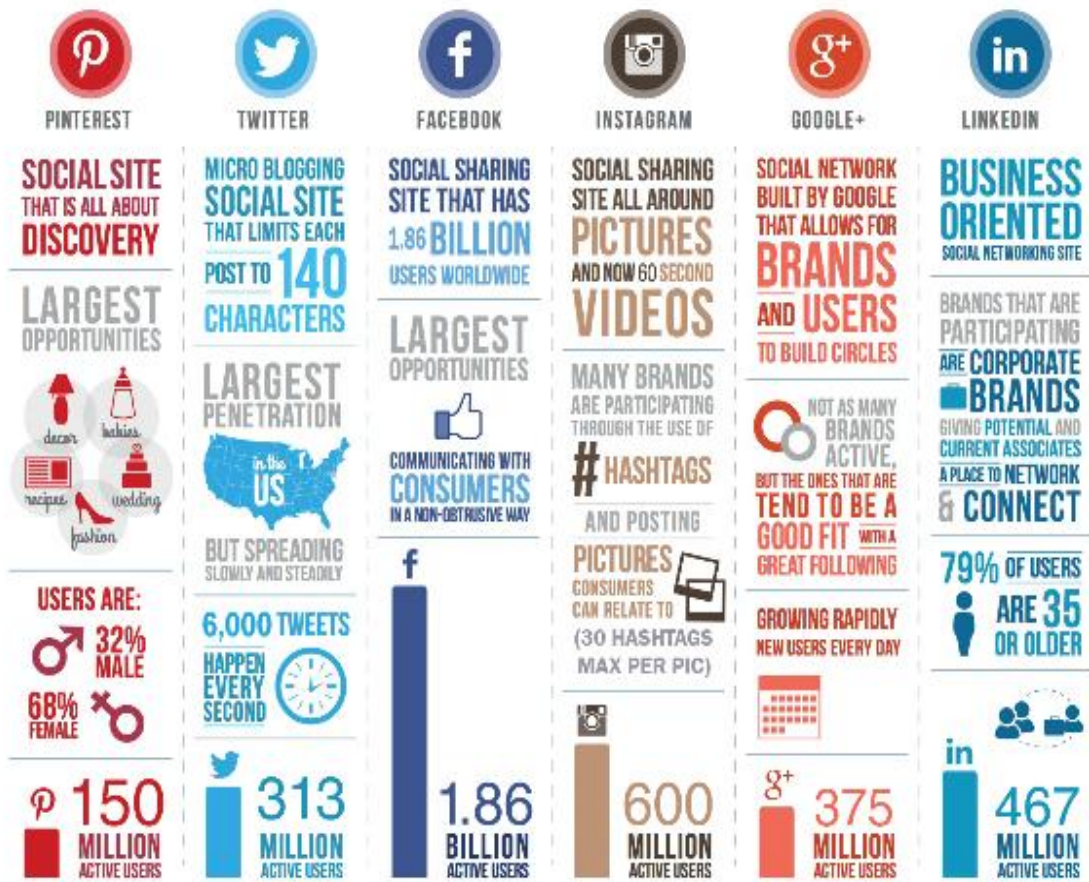
III. Proposed Weekly Social Media Calendar

Weekly Activities		
CHANNEL	TIME/DAY	ACTIVITY
	Monday	Run the Facebook Insights to monitor the metrics for the previous week to review customer engagement and other insights.
	Friday	Engage with other fan pages, profiles and join new communities.
	Monday	Use the time to schedule tweets for marketing promotions and any upcoming activities
	Friday	Use Keyhole analytics to review tweets successes/failures of the previous week.
	Friday	Track analytics for the week to review which posts are providing feedback in line with organization's key performance indicators.
	Monday	Plan weekly content for the various audience groups.
	Friday	Review posts that generated a lot of conversations to be re-packaged for use again in the future.

IV. Proposed Monthly Social Media Calendar

Monthly Activities		
CHANNEL	TIME/DAY	ACTIVITY
	1 st working day of every month	<p>Upload events calendar and ensure to upload images or photos thereafter – immediately or within the first week.</p> <p>Review content or theme for the month</p>
	1 st working day of every month	<p>Plan and schedule tweets for any upcoming events.</p> <p>Develop new relationships by identifying untapped communities</p>
	1 st working day of every month	<p>Analyze monthly analytics for customer engagement for the previous month to make decisions about the site strategy in the new month.</p> <p>Create editorial calendar to determine what news will be posted in the month.</p>
	<p>1st working day of every month</p> <p>15th working day of every month</p>	<p>Review orders received via WhatsApp and posts or engagements that turnaround many sales to ensure the same are reposted and improved.</p> <p>Ensure directories are well maintained and updated depending on customer activity.</p>

V. General social media use worldwide



2014 Design by: Leverage, 2017 Design By: MarketingStrategyX.com